

THE Tortoise & THE Hare & Tom Brady

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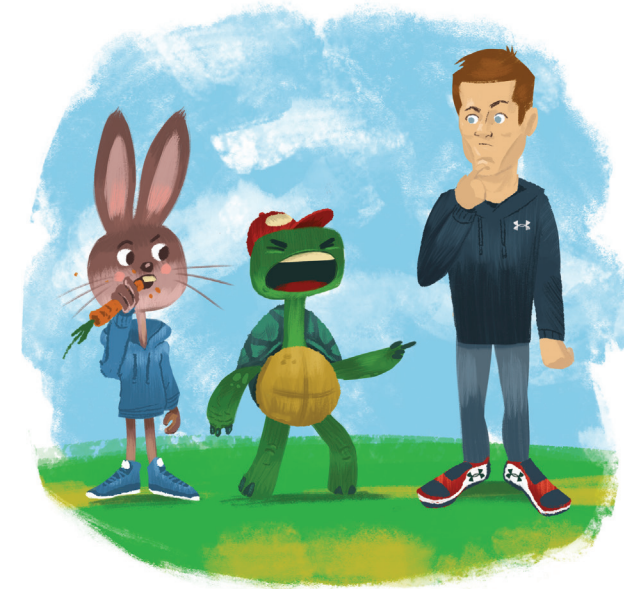


One beautiful New England afternoon, Tom Brady received a text message. “A message right on my phone. Technology today is truly remarkable,” marveled Tom Brady.





The text message was from Tom Brady's old friend, Mr. Tortoise. It was very rude. "I had better not dignify this message with a response," murmured Tom Brady as he found himself typing and sending a response.



The next day, Tom Brady met with Mr. Tortoise and Mr. Hare at a nearby park to schedule a friendly game of touch football. "You're going down, Tom Brady," shouted a belligerent Mr. Tortoise as Mr. Hare nervously chomped on a carrot. They all agreed to meet back at the park the next day for the big game.



That night, Tom Brady prepared for the game by going through his nightly sleep routine. First, he turned off his cell phone and put it in his special “Cell Phone Box.”



Then he put on his spectacles (just for show, of course—his vision is perfect) and settled down with his favorite book.





Meanwhile, Mr. Tortoise and Mr. Hare went out to a particularly grimy local dive bar. “Shouldn’t we be preparing for the big game?” asked Mr. Hare, nervously chomping on celery. “Preparation is for cowards!” sneered Mr. Tortoise.





Back at home, Tom Brady adjusted the temperature of his thermostat. “There. 65 degrees Fahrenheit. My ideal temperature for restful sleep,” whispered Tom Brady to his four Big Game victory rings. The rings winked at him, as they do every night.





At the bar, Mr. Tortoise was slamming back shots of carrot juice. “Shouldn’t we be getting to bed?” murmured Mr. Hare. “We’re just getting started!” exclaimed Mr. Tortoise.





At home, Tom Brady continued his sleep routine. He adjusted the air filter next to his bed. “Wouldn’t want any dust or pollen to disrupt my sleep,” said Tom Brady to his jumbo-sized trophy case. His trophies gave him a reassuring smile.





At the bar, Mr. Hare was trying to stop Mr. Tortoise from getting into a fight with Mr. Squirrel.
“Ron, stop it! Remember what your therapist said,” pleaded Mr. Hare as he chomped nervously on a bread stick.





Miles away, Tom was dressing for bed
in his Athlete Recovery Sleepwear.
“This recovery sleepwear will help my body
recover faster as I sleep,” remarked
Tom Brady to a framed photo of
Boston, Massachusetts.





Outside the bar, Mr. Tortoise received a citation for removing his shell in public. Mr. Tortoise fumed, “They gave me a court date! Are you kidding me!?”

“I really think we should go home,” sighed Mr. Hare as he chomped nervously on beef jerky.





Back home, Tom Brady heard a noise outside his window. It was Mr. Owl. “Tom Brady, don’t forget your ear plugs. A quiet environment is crucial to your good sleep.” “I almost forgot!” yelped Tom Brady, “I owe you one, Mr. Owl.” “No,” responded Mr. Owl. “I owe you, Tom Brady. We ALL do.”





Across town, Mr. Tortoise and Mr. Hare ended up at the doorstep of Mr. Tortoise's ex-wife's house.

"Dear lord, Ron. Have you been drinking carrot juice again?" asked the former Mrs. Tortoise.

"I want my record collection back!" slurred Mr. Tortoise. "I think we should get going," mumbled Mr. Hare, nervously chomping on a baguette.

The next day was the big game. Tom Brady arrived to the field feeling refreshed and energized. Mr. Tortoise and Mr. Hare arrived haggard and exhausted. Mr. Hare was trying to nervously chomp on a rutabaga, but it was just too hard. "Slow and steady," grumbled Mr. Tortoise, clutching his stomach.





Tom Brady won the game by over 200 points. Mr. Tortoise and Mr. Hare were gracious in defeat. “You won fair and square. Now if you’ll excuse me, I have a court summons to prepare for,” confessed Mr. Tortoise. “If you need advice, I’m always happy to help,” offered Tom Brady. “You would do that for me? After all the things I’ve said about you?” asked Mr. Tortoise. “To err is human; to forgive, divine,” replied Tom Brady, quoting 18th-century English poet Alexander Pope.



After the game, Mr. Tortoise, Mr. Hare, and Tom Brady got together for a round of waters with TB12 electrolytes. “To friends,” toasted Tom Brady. “To friends!” cheered Mr. Tortoise and Mr. Hare. Mr. Tortoise, Mr. Hare, and Tom Brady remained friends for the rest of their natural lives.

TOM BRADY'S KEYS TO BETTER SLEEP



CREATE A PRE-SLEEP ROUTINE TO RELAX

Shut down devices 30 minutes before sleep and quiet the mind.



BE CONSISTENT WITH BED TIME

Sleep is better if you train your body to get into a rhythm.



STAY COOL

The ideal sleep temperature is 65 degrees Fahrenheit / 18.5 degrees Celsius.



AIR QUALITY IS KEY

Keep your room clean. Contaminants like animal dander and dust restrict your breathing.



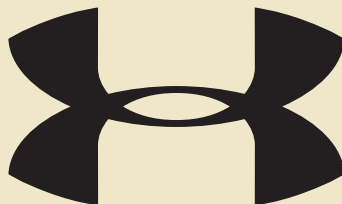
KEEP THE NOISE DOWN

Create a quiet environment or use a sound masking / cancellation aid.



WEAR ATHLETE RECOVERY SLEEPWEAR

It helps your body recover faster and promotes better sleep.



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