It is part of the Sunnah that when the muezzin says in the Adhan of the Fajr prayer: Come to success, he then says: Prayer is better than sleep

Anas (may Allah be pleased with him) reported: It is part of the Sunnah that when the muezzin says in the Adhan of the Fajr prayer: Come to success, he then says: Prayer is better than sleep.

[Authentic] [Narrated by Ibn Khuzaymah, Ad-Daaraqutni, and Al-Bayhaqi]

Anas ibn Mālik (may Allah be pleased with him) reported that among what the Prophet (may Allah's peace and blessings be upon him) established in his Sunnah is that the muezzin should say during the call to the Fajr prayer, specifically after saying "Come to success", the phrase: "Prayer is better than sleep".

http://www.sunnah.global/hadeeth/en/show/10616