



## **MEDIA ADVISORY**

**March 4, 2009**

### **Sweet Dreamzzz Promotes National Sleep Awareness Week With Sleep Education For At-Risk Children in Detroit**

**WHAT:** Sweet Dreamzzz will be on-site at White Elementary School in Detroit to teach at-risk children the importance of a good night's sleep. The students will receive a sleep kit containing bedtime essentials including a sleeping bag, sleep shirt, socks, toothbrush and other bedtime necessities. U of D Jesuit High School students will be present to help distribute the sleep kits to the children.

**WHERE:** White Elementary School  
5161 Charles, Detroit, MI 48212

**WHEN:** Thursday, March 5, 2009  
9:30 a.m. – 1:30 p.m.

**WHY:** The goal of the Sweet Dreamzzz Rest. Educate. Motivate. (R.E.M.) Sleep Program is to improve the quality and quantity of sleep in at-risk children across Metro Detroit to improve their learning potential. In the city of Detroit approximately 45% of the children live below the poverty level, many of them go to bed with very little to keep them warm and comfortable affecting their behavior, academic and athletic performance.

**PHOTO OPPS:**

- School packed with kindergarten through sixth grade students in their pajamas learning about the importance of sleep
- High School students volunteering to help distribute more than 680 sleep kits to White Elementary students

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**About Sweet Dreamzzz**

*Sweet Dreamzzz is a non-profit organization committed to providing bedtime essentials and healthy sleep education to at-risk children in preparation for classroom learning. Sweet Dreamzzz has reached over 23,500 children since 1998. For more information visit [www.sweetdreamzzzdetroit.org](http://www.sweetdreamzzzdetroit.org).*

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