



FOR IMMEDIATE RELEASE

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Sweet Dreamzzz, Inc. Promotes National Sleep Awareness Week with Sleep Programs and Charity Events

FARMINGTON HILLS, Mich., March 5, 2010 –This week, March 7-14, the National Sleep Foundation (NSF) is hosting a National Sleep Awareness Week to promote healthy sleep habits and the importance of a good night's sleep. Sweet Dreamzzz, Inc., a Farmington Hills, Mich-based non-profit organization committed to improving the health and academic performance of at-risk, school-age children by providing sleep education and bedtime essentials, will participate in National Sleep Awareness Week with a R.E.M. (Rest. Educate. Motivate.) Sleep Program and several charity events.

On Friday, March 12, 2010 Sweet Dreamzzz will serve over 420 children at S.D. Alcott Elementary School in Pontiac. The event will educate the children on the importance of sleep and provide each child with a 'sleep kit' containing a sleeping bag, tote, nightshirt, socks, toothbrush, toothpaste, stuffed animal, crayons, and an activity book highlighting important sleep tips. This program was funded through a grant from The Philip and Elizabeth Filmer Memorial Charitable Trust, for \$10,000. National Junior Honor Society students from Dunckel Middle School in Farmington Hills, who raised over \$2,000 for Sweet Dreamzzz will volunteer for the day.

Sweet Dreamzzz will also be the beneficiary of additional National Sleep Awareness Week events, including:

- The Associated General Contractors (AGC) of Michigan and the Construction Leadership Council fundraiser at John Cowley & Sons Irish Pub, in Farmington, Mich. This annual fundraising event for Sweet Dreamzzz helps support its mission to ensure that all local, at-risk children have a warm, comfortable night's sleep.
- Kelly J. Price Memorial Bowling Party fundraiser for Sweet Dreamzzz on Saturday, March 13, 2010. The event will be held at Astro Lanes, 32388 John R. Road, Madison Heights, MI, 48071. The bowling event is sold out, but anyone is welcome to join in for dinner and raffles. The cost for dinner and door prizes is \$35 and includes a \$20 tax-deductible donation to Sweet Dreamzzz. For more information on this event please contact Sweet Dreamzzz, 248-478-3242.
- Pajama Volleyball Clinic and Pool Party hosted by Michigan Elite Volleyball Club. This event will be held on Sunday, March 13, 2010 in Warren, MI. The Club is dedicated to growing the level of junior volleyball in Michigan and is committed to advancing the personal and athletic development of youth through the pursuit of excellence in volleyball, fostering a sense of community throughout the Club and promoting leadership in all members. The event begins with a clinic from 11am –1pm for a donation of \$10, which goes directly to Sweet Dreamzzz. For an additional \$10, players, friends and family can enjoy The Sterling Inn's indoor waterpark from 1-5pm. For tickets for either the volleyball clinic or pool party, email Joyce at joyce.mielite@gmail.com.

The goal of Sweet Dreamzzz, Inc. is to improve the quality and quantity of sleep to at-risk children in metro-Detroit, thereby allowing them to feel more rested in school and improve their learning potential. Adequate rest helps prevent obesity, and has a significant impact on educational and social performance. Sweet Dreamzzz has served over 26,000 children since 1998. For more information, please visit www.sweetdreamzzzdetroit.org.

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