



FOR IMMEDIATE RELEASE

Contact: Susan Orlikowski
Sweet Dreamzzz Detroit
(248) 478-3242
(248) 798-3272
sueorlikowski@ameritech.net

**SWEET DREAMZZZ DETROIT WELCOMES HOME,
CO-FOUNDER NANCY MAXWELL**

FARMINGTON, MI., March 29, 2007 — Sweet Dreamzzz Detroit, a local non-profit organization is thrilled to have former staff member Nancy Maxwell return as the new Executive Director. Nancy, one of the original co-founders along with Kathleen Donnelly and Maria Borri, will lead the organization through the hard economic times to help strengthen its support, enabling them to serve more children each year. As Executive Director, Maxwell will be responsible for strategic planning, development, fundraising, office management and liaison with the Board of Directors and the Advisory Council. Maxwell most recently left the Technology Department at Madonna University. Prior to that, she was the Director of Operations at SDD until 2005. Maxwell has been an integral part of Sweet Dreamzzz Detroit from the very beginning. She was a key player in the process of incorporating SDD as a 501(c)3 non-profit in 2001, and helped build the business from the ground floor. She managed the business financials, participated on the annual Sweet Dreamzzz Detroit fundraising committee, and helped during many of the Rest. Educate. Motivate (R.E.M.) programs offered to at-risk children.

Sweet Dreamzzz Detroit, a non-profit organization, provides sleep education and bedtime essentials to at-risk children in Detroit. With the assistance of the National Center on Sleep Disorders Research and Oakland University's School of Education, Sweet Dreamzzz Detroit developed the Rest. Educate. Motivate. (R.E.M.) Program, designed to educate children

on the benefits of healthy sleep habits. Students receive a R.E.M. Program activity book and a sleep kit containing a sleeping bag, nightshirt, toothbrush, toothpaste and other bedtime essentials. To date, more than 18,000 metro-Detroit children have benefited from the efforts of Sweet Dreamzzz Detroit.

A 501(c)(3) non-profit organization, donations made to Sweet Dreamzzz Detroit are tax-deductible under the provisions of the Internal Revenue Service. To provide financial assistance or other support, please contact Sweet Dreamzzz Detroit at (248) 478-3242. For more information visit www.sweetdreamzzzdetroit.org.

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