



FOR IMMEDIATE RELEASE

Contact: **Nancy Maxwell**  
**248-478-3242**  
**nancy.maxwell@ameritech.net**

## **Sweet Dreamzzz Expands Its Proprietary Sleep Education Program For Children To Suburban Schools**

**Farmington Hills, MI, January 7, 2010:** Sweet Dreamzzz, Inc., a non-profit organization dedicated to educating children on the importance of sleep and proper sleep hygiene habits, will present its sleep education program to Our Lady of Sorrows' Kindergarten through 3<sup>rd</sup> grade students on Thursday, January 14, 2010 in Farmington Hills, Mich. The Sweet Dreamzzz R.E.M. (Rest. Educate. Motivate) Sleep Program is brought into schools to educate children on how sleep affects them physically, socially, psychologically and academically. The forty-five minute program informs children on the importance of sleep in every aspect of their lives, especially in preparation for classroom learning.

For several years, Sweet Dreamzzz has educated schools with at-risk populations and provided a sleep kit to arm children in poverty with the tools to get a good night's sleep. Through its work with universities, the National Health, Heart, Lung and Blood Institute, and the National Sleep Foundation, Sweet Dreamzzz has found that the same principles apply to all school children, regardless of their economic situation. Lack of sleep is being linked to childhood obesity, attention deficit disorder, diabetes, heart disease and countless other health issues. In fact, research shows that vaccinations are 50% less effective if a child is sleep deprived immediately following the vaccination.

Sweet Dreamzzz is expanding its program to make its services available to all students in the metro Detroit area. The Sweet Dreamzzz educational sleep program will serve two purposes: to continue its mission to provide important sleep education to students, and to generate funds from enrichment programs allowing the organization to educate more at-risk populations, which in turn builds community awareness and the opportunity to serve. Sweet Dreamzzz customizes its presentation based on the need of each school.

For more information about this enrichment program or how you can help by volunteering or organizing collections for Sweet Dreamzzz please contact [sweetdreamzzzdet@ameritech.net](mailto:sweetdreamzzzdet@ameritech.net) or 248-478-3242. Or visit our web site at [www.sweetdreamzzzdetroit.org](http://www.sweetdreamzzzdetroit.org).

###