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**FOR IMMEDIATE RELEASE**

**Sweet Dreamzzz Inc. Educates Over 30,000 Students Across Metro Detroit**

**Farmington, Michigan (Tuesday, February 8, 2011) - Sweet Dreamzzz Inc.**, a non-profit organization committed to improving the health, well-being and academic performance of at-risk school-aged children by **providing sleep education and bedtime essentials**; has succeeded in educating **over 30,000 students** within the metro Detroit area.

In the past year Sweet Dreamzzz Inc. has traveled to elementary schools around the metro Detroit area to promote the R.E.M. (Rest. Educate. Motivate) Sleep Program designed to educate children on how sleep affects them physically, socially, psychologically and academically.

Within the past six months, Sweet Dreamzzz Inc. has traveled to Glazer Elementary School located in Detroit, G.W. Carver Academy in Highland Park, Rogers Elementary School in Pontiac, Davison Elementary School in Detroit, Lanigan Elementary School in Farmington and Dove Academy in Detroit to ultimately reach the landmark number of 30,055 students served.

*"It is crucial for all children to start their day right and that begins with ensuring a good night's sleep", said Nancy Maxwell, Sweet Dreamzzz' Executive Director. "Lack of proper sleep puts children at a disadvantage before they even begin their day at school. We are grateful to have the opportunity to serve over 30,000 children with our Sleep Education Program."*

Sweet Dreamzzz Inc. instills the importance of being ready to learn, excel, graduate and contribute. The forty-five minute program is educational, fun and a basic need that plants a seed as to the importance of sleep in every aspect of their lives, especially in preparation for classroom learning. Sleep and sleep education are as crucial to survival as nutrition and exercise, only easier.

To learn more about Sweet Dreamzzz Inc and the R.E.M. Sleep Program or to learn about how to become a volunteer and make a donation visit [www.SweetDreamzzzDetroit.org](http://www.SweetDreamzzzDetroit.org).

**About Sweet Dreamzzz Inc.**

Sweet Dreamzzz, Inc. is a non-profit 501(c)3 organization committed to improving the health, well-being, and academic performance of at-risk school-age children by providing sleep education and bedtime essentials. Partnering with the National Center on Sleep Disorders Research, and Dr. Monica Tracey, Wayne State University, Sweet Dreamzzz' Rest. Educate. Motivate. (R.E.M.) Sleep Program educates children on the benefits

of healthy sleep habits, helps them to establish a healthy bedtime routine and provides them with the bedtime essentials to sleep well. After being taught the educational component of the program, each at-risk child receives a sleep kit including, a sleeping bag, nightshirt, socks, toothbrush, toothpaste, sleep activity book, crayons, stuffed animal and more.

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