



**FOR IMMEDIATE RELEASE**

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

## **5.4 Mile Sleepwalk Run for SWEET DREAMZZZ DETROIT**

**FARMINGTON, Mich., August 16, 2007** — Sweet Dreamzzz Detroit, a local non-profit organization, announces a 5.4 Mile Sleepwalk Run fundraiser taking place on Saturday, September 22, 2007 in Farmington, Farmington Hills. Sweet Dreamzzz Detroit provides sleep education and bedtime essentials to at-risk children in metro-Detroit to teach them healthy sleep habits so that they get a good night's sleep and are able to perform better in school and in day-to-day life.

The 5.4 Mile run represents the 540 minutes of sleep that a child needs each night. The race will begin at 9:00am in Farmington's Shiawassee Park. Packet pick-up or same day registration is at 8:00am. The Sleepwalk will start off heading North on Raphael, continuing on to Power Rd. to Oakland Community College, circle on a marked route through the campus, and return back down Power Rd. to Shiawassee Park. The route has several water stations, and volunteer crossing guards will be stationed at busy intersections. Walkers are welcome, and there will be a shorter route as well. As a non-profit, we are always looking for sponsorships and volunteers. Sponsorship opportunities range from \$54 to \$10,800. We are also in need of several volunteers to help on the day of the race. Please contact us for further information.

Sweet Dreamzzz Detroit, with the assistance of the National Center on Sleep Disorders Research, developed the Rest. Educate. Motivate. (R.E.M.) Program, designed to educate

**-more-**

## **Sweet Dreamzzz Detroit – 2**

children on the benefits of healthy sleep habits. Experts have found that many children, especially in economically challenged households, are not getting enough sleep to keep them healthy. Richard L. Gelula, National Sleep Foundation (NSF) officer, states, "Sleep is a vital asset for a child's health and overall development, learning and safety." The NSF promotes the phrase, "Sleep: as important as diet and exercise, only easier." Sweet Dreamzzz helps children learn how important sleep is and what they can do to get quality sleep. 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 18,500 local children have benefited from the efforts of Sweet Dreamzzz Detroit.

As 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 registration forms and more information on the Sleepwalk visit [www.sweetdreamzzzdetroit.org](http://www.sweetdreamzzzdetroit.org).

**###**