



FOR IMMEDIATE RELEASE

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SWEET DREAMZZZ HOLDS 5.4K SLEEPWALK/RUN TO BENEFIT AT-RISK CHILDREN WITH SLEEP EDUCATION AND SUPPLIES

(FARMINGTON HILLS, Mich.) September 14, 2009 — Sweet Dreamzzz, Inc. a non-profit organization committed to improving health and academic performance by providing sleep education to school-age children and bedtime essentials to those at-risk, will host its third annual 5.4 K Sleepwalk Run on Saturday, September 26, 2009 at 9 a.m. in Shiawassee Park in Farmington, Mich.

In a nod to the organization's efforts to bring attention to sleep education, the trail is 5.4 K representing the 540 minutes of sleep that a child needs each night. Registration for the event begins at 8 a.m. on race day with the race commencing at 9 a.m.. Participants have the option to run or walk the path and families with children are welcome to bring strollers and wagons.

With advance registration participants pay \$25 for adults, \$15 for children under 17, and \$10 for those 55 and older. Refreshments, a t-shirt and prizes for the event are included. Advanced registration is advised. Those wishing to register on race day will pay \$30.

Health and Fitness expert Peter Nielsen will kick-off the run with a motivating message and warm-up tips. Nielsen is locally and nationally acclaimed for his health and fitness expertise and is featured on numerous local and national television and radio shows including segments on NBC's WDIV-TV 4 and WJR-AM 760. His personal health battles have led to an Emmy Award-winning human-interest documentary, followed by Nielsen's own nationally syndicated series, *Peter's Principles*. In addition, he has written several books and contributes regularly to newspapers and magazine columns.

Sponsorship and volunteer opportunities are still available. For information on registration please visit www.sweetdreamzzzdetroit.org or call (248) 478-3242. Event sponsors include Bosco's Pizza Co., Design Systems, Inc., Detroit Metal Markets, Health Alliance Plan, McCarthy & Smith, Inc., New Balance of Farmington Hills, City of Farmington, Peter Nielsen's *Peter's Principles*, Toshiba Business Solutions, and Watch Me Grow Pediatrics.

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Sweet Dreamzzz, with the assistance of the National Center on Sleep Disorders Research, developed the Rest. Educate. Motivate. (R.E.M.) Sleep Program, designed to educate children on the benefits of healthy sleep habits. Sleeper Teachers at Sweet Dreamzzz teach children throughout Metropolitan Detroit 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. At-risk students attending a program receive a R.E.M. Sleep Program activity book and a sleep kit containing a sleeping bag, nightshirt, toothbrush, toothpaste and other bedtime essentials. To date, more than 25,000 local children have benefited from the efforts of Sweet Dreamzzz.

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