



MEDIA ADVISORY

March 11, 2010

Sweet Dreamzzz Helps Alcott Elementary School Children Have a Good Night's Sleep

WHAT: Sweet Dreamzzz will be on-site at Alcott Elementary School in Pontiac to teach at-risk children the importance of a good night's sleep. The students will be taught the importance of sleep in a fun interactive program and then they will receive a sleep kit containing bedtime essentials including a sleeping bag, sleep shirt, socks, toothbrush and other bedtime necessities. The Philip & Elizabeth Filmer Memorial Charitable Trust is the sponsor of this program through a \$10,000 grant. National Junior Honor Society Students from Dunckel Middle School, Farmington Hills, will volunteer to pack and distribute the sleep kits.

WHERE: Alcott Elementary School
460 West Kennett Rd., Pontiac, MI 48340
School Phone number: 248-451-7910

WHEN: Friday, March 12, 2010 during National Sleep Awareness Week
9:30 a.m. – 1:30 p.m.

WHY: The goal of the Sweet Dreamzzz Rest. Educate. Motivate. (R.E.M.) Sleep Program is to improve the quality and quantity of sleep in children to improve their learning potential. Many children go to bed with very little to keep them warm and comfortable affecting their behavior, academic and athletic performance. According to the National Sleep Foundation, "Sleep is as important as Diet and Exercise, Only Easier."

PHOTO OPPS:

- School packed with kindergarten through fifth grade students in their pajamas learning about the importance of sleep
- Volunteers, also in their pajamas, teaching children how important it is to get a good night's sleep.
- A room full of 424 sleeping bags and backpacks with bedtime essentials to distribute to the children.

MEDIA CONTACT: Nancy Maxwell, 248-478-3242, 248-320-0490
sweetdreamzzzdet@ameritech.net

About Sweet Dreamzzz

Sweet Dreamzzz is a non-profit organization committed to improving the health, well-being and academic performance of at-risk school-age children by providing sleep education and bedtime essentials. Sweet Dreamzzz has served over 26,000 children since 1998. For more information visit www.sweetdreamzzzdetroit.org.

###