



## When is a bear more than a bear?

The answer is simple: when you sponsor a teaching teddy bear for Sweet Dreamzzz's Early Childhood Sleep Education Program®!

A Sweet Dreamzzz teaching teddy bear is much more than just a bear...

- ❄ It teaches a preschooler to **turn off the TV and electronics** before bedtime and choose relaxing activities, like reading and drawing, to prepare for sleep.
- ❄ It helps a 4-year old **choose a healthy bedtime snack** so that sugar, fat, and caffeine don't interfere with a calm bedtime and healthy sleep.
- ❄ It reminds a child that **washing up and brushing teeth** is an important step of a healthy bedtime routine.
- ❄ It helps a preschooler remember that an **8:00 bedtime** will get him/her the 10-13 hours of sleep young children require.
- ❄ And yes, it even provides **comfort and nighttime security** as a child drifts off to sleep.

A Sweet Dreamzzz teaching teddy bear empowers a child to form healthy sleep habits that can last a lifetime. **Your donation can help disadvantaged children get the sleep they need for good health and school success!**

[Click here to make a donation!](#)

**\$10** buys a bear for one preschooler to use in the classroom and then take home.

**\$40** buys four bears for teachers to use at learning centers in their classroom year-round.

**\$200** buys a bag of bears to serve an entire preschool classroom.

Sweet Dreamzzz is teaming up with **Newman's Own Foundation \$500K Holiday Challenge (November 21st - January 3rd)** to raise funds and awareness for our Early Childhood Sleep Education Program. Any contribution to sponsor teaching teddy bears is appreciated and makes a difference. **[Click here to see which Bonus Challenges will help stretch your donation to serve more families and classrooms in need.](#)**

**Remember, a bear is more than a bear when you donate to our Early Childhood Sleep Education Program!**

