

Have Sweet Dreams Tonight and see Kelley James LIVE

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Thursday, 22 September 2011 08:19 - Last Updated Tuesday, 27 September 2011 09:20

EXTRA EXTRA!

W SCOTTSDALE TO HOST 4TH ANNUAL SWEET DREAMS CHARITY EVENT

Event proceeds benefit Suns Nite Hoops, national recording artists Digital Underground & Kelley James to perform

Scottsdale, AZ – The fourth annual Sweet Dreams charity event, presented by Mark Taylor Residential, will spotlight local sweet shops as guests are invited to sample treats, sip on specialty drinks and enjoy live entertainment at the W Scottsdale's WET Deck on Thursday, September 22 at 8 p.m.

Guests will enjoy passed hors d'oeuvres provided by Sushi Roku, gourmet desserts such as chocolates, French macaroons, dessert crepes, organic cookies, gelato and specialty cakes as well as enjoy specialty drinks by Belvedere Vodka.

The evening will feature live performances by multi-platinum Grammy-nominated rap group, Digital Underground, best known for their hit, "The Humpty Dance". Digital Underground has sold over ten million albums and national recording artist Kelley James, who is coming off a 31 city summer tour with O.A.R.

The event will be hosted at the W Scottsdale luxury hotel located at 7277 E. Scottsdale Rd.

All proceeds will benefit Suns Nite Hoops, a non-profit organization offering life skills, educational advancement and job readiness to at-risk young men and their families by providing them with positive alternatives to drugs, gangs and violence.

"This event is unlike any other, giving guests the opportunity to taste creations from the Valley's most unique sweet shops at an amazing venue. With the continued success of Sweet Dreams, our organization continues to contribute in a significant way to the surrounding community giving back to those in need," said Shannon Smith, Executive Director, Suns Nite Hoops.

To purchase tickets or for more information regarding pricing, please contact Suns Nite Hoops at www.sunsnitehoops.org.

ABOUT SUNS NITE HOOPS

Founded in 1995 by Jerry Colangelo and Valley leaders, Suns Nite Hoops was created to provide a positive alternative to drugs, gangs, crime and violence to these young men while teaching life skill development such as discipline and anger management. Basketball is merely the lure to attract them. Nite Hoops was established with the pre-game workshops and case management as its priority. Discipline and security are paramount to Suns Nite Hoops success. The highly competitive nature of the basketball league helps motivate these young men to stay out of trouble and complete the season. Through the sense of accomplishment and responsibility obtained through completion of the program, the participants are less likely to turn to crime and more likely to apply their energy towards positive and fulfilling lifestyle.

ABOUT W SCOTTSDALE

W Scottsdale marks the debut of W Hotels in Arizona. This sultry Southwest oasis, where innovative design mixes with urban sophistication, features 224 guest rooms including 27 lavish suites. A true insider escape, W Scottsdale boasts Arizona's only Bliss® Spa, Sushi Roku restaurant, and W Hotels The Store and offers three chic destination bars – the W Living Room, Shade and sunset beach. Located in downtown Scottsdale near the iconic corner of Camelback and Scottsdale roads, W Scottsdale provides guests access to discover the city's high-profile shopping, innovative restaurants, eclectic arts district and vibrant nightlife. Signature services and amenities include the Whatever/Whenever® concierge service, Wheels, SWEAT Fitness®, WET, WIRED Business Center and P.A.W. – Pets Are Welcome™. For more information, visit www.whoels.com/scottsdale or call to schedule a reservation 877 W HOTELS.

ABOUT SLE

Steve LeVine Entertainment, LLC (SLE) is a full service event management and public relations company recognized as one of the most respected and innovative full-service operations in Arizona. SLE's services include event planning and coordination, talent booking, graphic design, event marketing and promotions, event production and social media.

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