



SWEETHEARTS FOR SOLDIERS
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FOR IMMEDIATE RELEASE

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Sweethearts for Soldiers Organization Announces **Star Studded 2010 Sweetheart Lineup**

SAN DIEGO, CA October 1 2009 - - The California based non-profit organization, Sweethearts for Soldiers (SFS), have announced their 2010 Sweethearts. The list of 28 women from all over the world represents more than 20 major professional football and basketball teams. Among the list of women are some familiar faces; Jenni Croft from the Bachelor, Megan Clementi who is currently Miss Florida USA 2010 and Bonnie-Jill Laflin, actress and first ever female NBA scout for the LA Lakers.

The Sweethearts will volunteer their time to provide morale boosting and entertainment-type services to military personnel in all branches of the Armed Forces. The Sweethearts will further the mission of the organization by performing variety shows on tours to military bases and installations stateside and abroad, making appearances at various charity events, and producing a yearly calendar that will be a delivered to military personnel.

To be selected as a Sweetheart they must have performed with a professional major league football or basketball team and have a passion for volunteering their time to the military. "I can't think of a better way to spend my time and I am proud to be a member of the 2010 Sweethearts for Soldiers", says Anna Smith who is one of the new 2010 Sweethearts and cheered with teams from Seattle, Baltimore and Washington, DC.

Co-founder Tonya Helman states "The past two years have been extremely successful for the Sweethearts for Soldiers Organization. We were able to go Iraq, Kuwait and Qatar and bring some light to those serving overseas. Also by partnering with the Wounded Warrior Project in Jacksonville and Snowball Express in Phoenix for various events, we were able to combine our efforts for troop support and get the Sweethearts' into the local community talking about our mission." Helman has been on 14 tours and danced for three Professional football teams.

With the program growing so has the staff of the SFS organization. Donald Wells, former Director of the Washington Redskins Cheerleaders is taking the helm as Director of Marketing and Sponsorships. Mr. Wells has been on a record setting 27 Department of Defense tours and has a true passion for the military. With his 16+ years of pro entertainment experience he plans to help take the Sweethearts to a level that they can reach hundreds of thousands every year. This year Mr. Wells worked with designer Deb Erickson of The Line Up to develop an official uniform for the Sweethearts. Each uniform will showcase the SFS logo and is covered in hand placed crystals.

About Sweethearts for Soldiers Organization

Sweethearts for Soldiers is a private, nonprofit organization whose mission is to support the troops by providing morale boosting and entertainment-type services to our men and women in uniform. Sweethearts for Soldiers is not a government agency and relies on the generosity of the American people. For more information on Sweethearts for Soldiers or to donate please go to www.sweetheartsforsoldiers.org.