



FACT SHEET

- DESCRIPTION:** Cherokee Uniforms created the *Cherokee Inspired Comfort Award* to honor nurses and non-physician healthcare professionals who have impacted the lives of others through exceptional service, sacrifice and innovation. The award acknowledges the dedication of these professionals and conveys admiration for their intelligence, skill, compassion and devotion.
- MISSION:** Nurses and other healthcare professionals are often under-appreciated because the public is not fully aware of their expertise, training and the incredible ways in which they serve others. The Cherokee Inspired Comfort Award's objective is to increase the esteem of healthcare professions by honoring these exceptional individuals and sharing their extraordinary stories. During a time in which America is experiencing a dramatic shortage of healthcare professionals, the stories of these winners not only serve to inspire men and women to pursue careers in healthcare but also encourage those who currently serve to remain in the field.
- BENEFIT:** Cherokee Uniforms will donate \$1 for each nomination received during the 2009 nomination period to Nurses House, a national fund that provides short-term financial assistance to registered nurses facing serious hardship.
- IN 2009:** All nominators will receive a pin etched with the logo of the Cherokee Inspired Comfort Award, a 2009 calendar featuring uplifting stories and quotes from the recipients of the award in 2008 and will be entered into drawings for free Cherokee Uniforms.
- HISTORY:** Nearly 7,000 healthcare professionals have been nominated for the award since its inception in 2003.
- PROCESS:** Professionals can be nominated in the following five categories:
- Registered Nurses (RNs)
 - Advanced Practice Nurses (APNs)
 - Licensed Practical Nurses/Licensed Vocational Nurses (LPNs/LVNs)
 - Student Nurses
 - Other non-physician healthcare professionals
- Professionals may be nominated in two categories but can only win in one.
- JUDGING:** Judges consisting of Cherokee Uniforms' professionals, national nurse leaders and former Cherokee Inspired Comfort Award recipients will choose 10 winners based on the program's key requirements: exceptional service, sacrifice and innovation.

(Continued on next page)

WINNERS: Recipients of the 2009 Cherokee Inspired Comfort Award may include a grand prize winner, top national winners and national winners in each of the five nomination categories. Those who nominate grand prize winners also receive prizes.

PRIZES: The **grand prize winner** in each category will receive:

- An all-expense-paid Caribbean cruise for two, including air and ground transportation

Prizes for top national winners include:

- All-expense-paid trip to a 2010 medical conference in the continental U.S. of the winner's choice, including transportation and food
- Annual membership to the winner's preferred clinical association
- A \$500 donation to the winner's preferred nonprofit organization

Prizes for national winners include:

- All-expense-paid trip to a 2010 medical conference in the continental U.S. of the winner's choice, including transportation and food
- Annual membership to the winner's preferred clinical association

ALL winners will receive:

- A wardrobe featuring the best of Cherokee Uniforms and Cherokee Footwear worth more than \$1,000
- A Cherokee Inspired Comfort Award trophy
- 14K gold-plated commemorative pin

Prizes for those **who nominate a grand prize winner:**

- A wardrobe featuring Cherokee Uniforms and Cherokee Footwear worth more than \$1,000
- A \$500 donation to their preferred nonprofit organization

CHEROKEE PROFILE: Cherokee Uniforms, Tooniforms and Cherokee Footwear are the leading brands in healthcare apparel, recognized for helping to foster a warmer, friendlier, more comfortable environment for healthcare workers and their patients. Proceeds from Cherokee products help support healthcare professionals through such initiatives as the Cherokee Inspired Comfort Award and the A Nurse I Am Film and Scholarship program. For more, visit www.CherokeeUniforms.com.

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