



FOR IMMEDIATE RELEASE

For Cherokee

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Cherokee Inspired Comfort Awards Program Call for Nominations
Peers, friends and colleagues can nominate healthcare professionals demonstrating exceptional service, sacrifice and innovation March 1 – May 31, 2009

Los Angeles, Feb. 25, 2009 – Beginning March 1, 2009, Cherokee Uniforms will accept nominations for its annual Inspired Comfort Awards program. Since 2003, the leading designer and manufacturer of healthcare apparel has awarded more than 70 outstanding healthcare professionals for their exceptional service, sacrifice and innovation.

Nominations will be accepted through May 31, 2009. The Cherokee Inspired Comfort Award program provides peers, friends and colleagues with an opportunity to celebrate nurses and other non-physician healthcare professionals for their tireless work and dedication.

“The nominations for the Cherokee Inspired Comfort Award tell the remarkable stories of healthcare professionals who go far above and beyond to deliver the best possible care to people in need,” said Michael Singer, president and CEO of Cherokee Uniforms. “We are proud to honor those who demonstrate the most commendable qualities of healthcare professionals every day.”

Cherokee Inspired Comfort Award winners reflect the diversity of the healthcare profession. Past recipients have come from a wide range of medical settings and clinical specialties, from rural health clinics to world-class cancer centers and from wound care to treatment for perinatal bereavement. Each winner represents a unique contribution to patients and to the public’s health.

To nominate a healthcare professional, visit www.CherokeeUniforms.com or pick up a nomination form from a Cherokee Uniforms retailer. Candidates may be nominated in two of the following categories but can only win in one: Registered Nurses (RNs); Advanced Practice Nurses (APNs); Licensed Practical Nurses/Licensed Vocational Nurses (LPNs/LVNs); Students enrolled in schools of nursing; and other Non-Physician Healthcare Professionals.

Nominations must contain an accurate description (100 words or more) of the candidate's exceptional performance which must have taken place at least in part in 2008. For every healthcare professional nominated through May 31, 2009, Cherokee Uniforms will make a donation to Nurses House, a national fund that provides short-term financial assistance to registered nurses facing serious hardship. All nominators will receive a gold pin etched with the award's emblem and a 2009 Cherokee Inspired Comfort Award calendar.

A panel of nurse leaders, Cherokee professionals and former award recipients will choose winners who best meet the program's criteria: exceptional service, sacrifice and innovation. The grand prize winner in each category will receive an all-expense-paid Caribbean cruise for two. Additional winners in each category will receive all-expense-paid trips to a 2010 U.S. medical conference of each winner's choice, an annual membership to their preferred clinical association and a donation of \$500 to the nonprofit organization of their choice.

Every award winner will receive a trophy and a medical wardrobe of Cherokee scrubs and Cherokee footwear worth more than \$1,000. Additionally, those who nominated the grand prize winner in each category will each receive a Cherokee medical wardrobe and a donation of \$500 to the nonprofit organization of their choice. Nominations are due by May 31, 2009 and winners will be announced in September 2009.

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About Cherokee

Cherokee Uniforms, Tooniforms and Cherokee Footwear are leading brands in healthcare apparel, recognized for helping to foster a warmer, friendlier, more comfortable environment for healthcare workers and their patients. For more information, visit www.CherokeeUniforms.com.