



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, 2008

Los Angeles, Feb. 14, 2008 – Six years have passed since Cherokee Uniforms first began recognizing healthcare professionals through its Inspired Comfort Awards program. Since that time, the leading designer and manufacturer of healthcare apparel has awarded nearly 60 healthcare professionals from across the country for their exceptional service, sacrifice and innovation. Although winners have had diverse backgrounds, all of them have one thing in common—a sincere passion for bettering the lives of others.

Nominations are being accepted March 1 – May 31, 2008 for this year's awards program. The program provides a meaningful way for peers, friends and colleagues to acknowledge healthcare professionals for their significant contributions to patients and medical care.

"The nominations that we have received throughout the years are a true testament to the immense dedication that healthcare professionals display on a daily basis," said Michael Singer, president and CEO of Cherokee Uniforms. "We are proud to recognize those individuals who have made the healthcare industry what it is today by providing care and compassion to their patients at times when they need it the most."

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 service, sacrifice or innovation. Random drawings will be held during March, April and May, giving nominators a chance to win prizes, such as an iPod or a set of Cherokee scrubs. Additionally, all nominators will receive a gold pin etched with the award's emblem.

Cherokee Uniforms will make a donation for every healthcare professional who is nominated for the award through May 31, 2008, to Nurses House, a national fund that provides short-term financial assistance to registered nurses facing serious hardship.

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 2009 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, a medical wardrobe of Cherokee scrubs and Rockers footwear worth more than \$1,000, and a profile in the nationally distributed Cherokee Inspired Comfort Award 2009 calendar. 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, 2008. Winners will be announced in September 2008.

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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. Proceeds from Cherokee Uniforms products help support nurses and other healthcare professionals through the Cherokee Inspired Comfort Award, the A Nurse I Am Film & Scholarship Program and a nationally distributed annual calendar.