



FOR IMMEDIATE RELEASE

Contacts:

Kristen Smith
Johnson & Johnson Health Care Systems
732-562-3527
ksmith33@hcsus.jnj.com

Natasha Antao
GCI Group
404-870-6783
nantao@gcigroup.com

**THE JOHNSON & JOHNSON CAMPAIGN FOR NURSING'S FUTURE HOSTS
GALA FOR NEW JERSEY NURSING SHORTAGE**

Promise of Nursing Gala to Raise \$425,000 for Nursing Students, Faculty, Programs

EAST BRUNSWICK, N.J. (Jan. 25, 2006) – To help ease New Jersey's growing shortage of nurses, a statewide coalition of hospitals, nursing schools and nursing organizations will join New Jersey based Johnson & Johnson today for the *Promise of Nursing for New Jersey* gala. Approximately 750 local nurses are expected to attend the event at the East Brunswick Hilton and celebrate the nursing profession while raising funds to help relieve the shortage.

“We have been fortunate to experience first-hand the impact of collaborative initiatives such as *The Promise of Nursing* gala,” said Dr. Susan Bakewell-Sachs, Dean and Professor, The College of New Jersey School of Nursing. “Several of our nursing students who received scholarships from the funds raised at the gala a few years ago, have been able to pursue their aspirations of becoming nurses, which may have been financially difficult otherwise.”

The *Promise of Nursing for New Jersey* gala is sponsored by The Johnson & Johnson Campaign for Nursing's Future, and is expected to raise approximately \$425,000 for regional nursing school grants, faculty fellowships and student scholarships. This is the second fundraiser for New Jersey since the Campaign launched. In 2003, the New Jersey gala raised more than \$450,000, funding 45 scholarships for nursing students and contributing more than \$220,000 for local nursing school grants.

-more-

“While great strides have been taken to ease the nursing shortage, there is still much more that needs to be done,” said Curt M. Selquist, company group chairman, Johnson & Johnson Health Care Systems Inc. “As the baby boomer generation turns 60 this year, we continue to face the most acute nursing shortage in history, threatening the quality of health care for our aging population, as well as others requiring medical attention. The nursing shortage demands a collective effort like the one in New Jersey to help alleviate the nursing shortage.”

According to the New Jersey Collaborating Center for Nursing, in 2006 the New Jersey nursing workforce will have 14,000 registered nursing positions vacant, resulting in a shortage of 18 percent. The shortage is predicted to accelerate, and by 2020 New Jersey will experience a 43 percent shortage, or nearly 40,000 nursing positions.

“New Jersey is experiencing a growing nursing shortage that will only intensify as the demand for health care increases,” said Gary Carter, president, New Jersey Hospital Association. “Nurses are a critical part of patient care, and I’m thankful for the generous support of Johnson & Johnson in their efforts to honor the nursing profession.”

“It’s a great time to be a nurse,” relayed Sheryl Slonim, president and CEO, Saint Peter’s University Hospital. “Events like the *Promise of Nursing for New Jersey* demonstrate how much we can accomplish together to continue to ensure a skilled and adequate nursing workforce in the future.”

Because the New Jersey nursing shortage mirrors a national shortfall, Johnson & Johnson has hosted similar fund-raising galas since 2002, generating nearly \$8 million. Additional galas for 2006 include Nashville, Tenn., March 9; Seattle, March 29; Southern California, April 27 and Houston, Texas Summer/Fall 2006.

For additional information on *The Promise of Nursing for New Jersey* or other upcoming galas, please [email](mailto:NursingFundraisingEvent@hcsus.jnj.com) NursingFundraisingEvent@hcsus.jnj.com.

The organizations that comprise The Promise of Nursing for New Jersey Steering Committee are: AtlantiCare, Capital Health System, Hackettstown Regional Medical Center, Hunterdon Medical Center, Lourdes Health System, Morristown Memorial Hospital/Atlantic Health System, New Jersey Chamber of Commerce, New Jersey Hospital Association, Princeton HealthCare System, Robert Wood Johnson University Hospital, Saint Barnabas Health Care System, Saint Clare’s Hospital, Saint Peter’s University Hospital, Seton Hall University College of Nursing, Shore Memorial Hospital, Solaris Health System, Somerset Medical Center, St. Francis Medical Center, St. Joseph’s Healthcare System, The College of New Jersey School of Nursing, Trinitas Hospital, UMDNJ – School of Nursing, and Virtua Health.

-more-

ABOUT THE PROMISE OF NURSING

The Promise of Nursing for New Jersey gala is part of a public-awareness campaign -- The Johnson & Johnson Campaign for Nursing's Future -- launched by Johnson & Johnson in February 2002. The multi-year, \$30 million campaign is designed to enhance the image of the nursing profession, recruit new nurses and nurse faculty, as well as help retain nurses currently in the profession. Working in cooperation with various professional nursing organizations, schools, hospitals and other health care groups and providers, the campaign focuses on promoting opportunities within nursing as well as increasing awareness of the value of the nursing profession to our overall society and health care community.

In January 2006, The Campaign for Nursing's Future accepted the Ron Brown Award for Corporate Leadership on behalf of Johnson & Johnson. The Ron Brown Award for Corporate Leadership is the only presidential award to honor companies for the exemplary quality of their relationships with employees and communities. Johnson & Johnson was one of three companies this year to receive this prestigious award established in honor of the late U.S. Secretary of Commerce Ron Brown.

ABOUT JOHNSON & JOHNSON

Johnson & Johnson is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical, and medical devices and diagnostic markets. The more than 200 Johnson & Johnson operating companies employ approximately 115,600 men and women in 57 countries and sell products throughout the world. For more information, visit www.jnj.com.

###