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THE JOHNSON & JOHNSON *CAMPAIGN FOR NURSING'S FUTURE* RAISES FUNDS FOR SOUTHERN CALIFORNIA'S NURSING SHORTAGE
Promise of Nursing Gala Raises More Than \$500,000 for Nursing School Students, Faculty and Programs

LOS ANGELES, (April 28, 2006) – To help ease Southern California's growing shortage of nurses, a statewide coalition of hospitals, nursing schools and nursing organizations joined Johnson & Johnson for the *Promise of Nursing for Southern California* gala. More than 700 local nurses and health care professionals attended last night's event at the Hyatt Century Plaza Hotel to celebrate the nursing profession while raising funds to relieve the shortage.

The *Promise of Nursing for Southern California* gala, sponsored by The Johnson & Johnson *Campaign for Nursing's Future*, raised more than \$500,000, with 100 percent of the proceeds going toward regional nursing school grants, faculty fellowships and student scholarships. Nursing student scholarships and faculty fellowships are granted to qualifying applicants for the duration of their program.

“As the role of nurses continues to expand in every aspect of health care, their expertise, compassion and commitment to patients is more important than ever,” said Thomas M. Priselac, president and CEO of Cedars-Sinai Medical Center. “With the current shortage of nurses nationwide, we need the help of the entire community to address this issue. Greater awareness of the crucial role of nurses and the expanded opportunities they have today in patient care, research and training will be very helpful in encouraging more people to enter this profession.”

According to the Health Resources and Services Administration, by the year 2020 California will experience a nursing shortfall of almost 55 percent, or approximately 116,600 nurses.

“It’s a great time to be a nurse,” said Claudia Rosenfeld, Vice President of Human Resources for the Hospital Association of Southern California. “We are seeing a significant increase in interest in the nursing profession, but there’s still much work to be done to alleviate the faculty shortage that our nursing schools are experiencing. Funds raised through events like the *Promise of Nursing for Southern California* help support nursing schools and colleges to provide the educational programs needed to prepare the next generation of nurses.”

“This event in Los Angeles marked our last gala for the year and we are very pleased that since 2002, we have raised more than \$9 million nationwide to help alleviate the nursing shortage,” said Curt M. Selquist, company group chairman, Johnson & Johnson Health Care Systems Inc. “Events like the *Promise of Nursing Galas* demonstrate how much we can accomplish together to continue to ensure a skilled and adequate nursing workforce in the future.”

The organizations that comprise the Promise of Nursing for Southern California Steering Committee are: Anaheim Memorial Medical Center; Cedars-Sinai Medical Center; Centinela Freeman Health System; Century City Doctors Hospital; Childrens Hospital Los Angeles; Childrens Hospital of Orange County/The Camden Group; Citrus Valley Health Partners; Community Memorial Hospital of San Buena Ventura; Desert Valley Hospital; Encino-Tarzana-Regional Medical Center; Glendale Adventist Medical Center; Harbor-UCLA Medical Center; Hoag Memorial Hospital Presbyterian; Kaiser Foundation Hospitals, Patient Care Services Southern California Region; Long Beach Memorial Medical Center; Methodist Hospital of Southern California; Miller Children’s Hospital; Motion Picture & Television Fund; Northridge Hospital Medical Center; Pomona Valley Hospital Medical Center; Presbyterian Intercommunity Hospital; Providence St. Joseph’s & Providence Holy Cross Medical Center; San Antonio Community Hospital; St. Joseph Hospital, Orange; Tenet Health Care Inc.; UCLA Healthcare; Valley Presbyterian Hospital; and White Memorial Medical Center.

ABOUT THE PROMISE OF NURSING

The Promise of Nursing for Southern California 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. For additional information on *The Promise of Nursing Galas*, please email NursingFundraisingEvent@hcsus.jnj.com.

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 230 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.

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