



FOR IMMEDIATE RELEASE

Contacts:

Kristen Wallace
Johnson & Johnson Health Care Systems
732-562-3527
kwallace@hcsus.jnj.com

Natasha Antao
GCI Group
404-260-3512
nantao@gcigroup.com

**LOUISIANA NURSES HONORED BY THE JOHNSON & JOHNSON
CAMPAIGN FOR NURSING'S FUTURE AT A SPECIAL GALA**

***Special Promise of Nursing Gala Raises More Than \$325,000 for Region's Nursing
Students, Faculty and School Programs***

NEW ORLEANS, (November 9, 2006) – Nearly a thousand regional nurses gathered in New Orleans yesterday for a special gala hosted by The Johnson & Johnson Campaign for Nursing's Future. In partnership with the Louisiana State Nurses Association, the event honored the heroic efforts of these nurses during and after Hurricane Katrina. The gala also raised \$325,000 to benefit the State's subsequent nursing shortage.

“Having witnessed the devastation to our health care system first-hand, and being a part of the rescue and recovery efforts, I am heartened by the Campaign's efforts in helping our state and our profession,” said Dan Kiff, a registered nurse at Charity Hospital who carried patients up flights of stairs to be rescued by helicopters and spent the night on a helipad continually assisting critically ill patients.

With 100 percent of the proceeds going toward Louisiana nursing school grants, faculty fellowships and student scholarships, these funds will help alleviate the nursing shortage that has been expanding over the past year.

“While we've endured horrific circumstances, I think there's a newfound respect for nurses in this country,” said Mary Green, a registered nurse with the Metropolitan Human Services District. “There's better awareness for those of us who have specialized

responsibilities in addition to our traditional roles in helping the healing process.” Green provides mental health services to a growing percentage of the population that is recovering from the psychological trauma of Hurricane Katrina.

Both Kiff and Green were among the many nurses, health care leaders and government officials attending the ceremony at the Sheraton Hotel last night.

While the city of New Orleans and surrounding areas continue to rebuild the health care system, they are still operating under a critical shortage of nurses, as well as other health care professionals. Unfortunately, this crisis is further exacerbated for the uninsured and indigent population that is finding it difficult to obtain care altogether.

“With the current shortage of nurses in Louisiana, we need the help of the entire community to address this issue,” said Joe Ann Clark, executive director of the Louisiana State Nurses Association. “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.”

Other partners in this event included the Louisiana State Board of Nursing and Louisiana Department of Health/Hospitals, Office of Public Health.

“This event in New Orleans was beyond the scope of fundraising galas we had planned for the year, however, we felt there was a dire need here and we wanted to help,” 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.”

Since the Campaign’s inception in 2002, the *Promise of Nursing galas* have raised more than \$9 million nationwide to help alleviate the nursing shortage.

ABOUT THE PROMISE OF NURSING

The Promise of Nursing for Louisiana 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.

###