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

***Special Promise of Nursing Gala Raises \$250,000 for Region's Nursing Shortage
Worsened by Hurricanes Katrina and Rita***

BILOXI, Miss. (April 25, 2007) – As part of its ongoing commitment to help alleviate the critical nursing shortage throughout the hurricane-ravaged Gulf Coast, The Johnson & Johnson *Campaign for Nursing's Future* hosted the *Promise of Nursing for Mississippi* to raise funds that will help ease the shortage throughout the state. In partnership with the Mississippi Nurses Association, last night's event at Beau Rivage honored the heroic efforts of nurses during and after Hurricanes Katrina and Rita and those who continue to provide care under the extreme shortage, as well as raised \$250,000 to benefit the state's nursing students, faculty and school programs.

“Nurses went above and beyond the call of duty after the tragic circumstances as a result of these hurricanes,” said Ricki Garrett, executive director of the Mississippi Nurses Association. “While this has brought about a newfound respect for the profession and created better awareness for nurses in specialized roles in addition to their traditional responsibilities in helping the healing process, Mississippi continues to experience the effects of the nationwide nursing shortage first-hand.”

With 100 percent of the proceeds going toward Mississippi 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 much of the Gulfport and Biloxi region 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.

“It is critical that the entire community works together to address the current nursing shortage that we’re facing,” said Garrett. “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 (HRSA), an arm of the U.S. Department of Health and Human Services, Mississippi health care providers will experience a 22 percent vacancy rate in nursing positions by the year 2020, requiring more than 18,000 nurses to provide adequate patient care.

“We remain deeply committed to the nurses in this region and continue to support efforts that will help alleviate the Mississippi nursing shortage,” said Andrea Higham, director of The Johnson & Johnson *Campaign for Nursing’s Future*. “Events like the *Promise of Nursing* galas demonstrate how much we can accomplish together to continue to enhance the image of the nursing profession and ensure a skilled and adequate nursing workforce in the future.”

The Mississippi nursing shortage mirrors a national shortfall, and in its effort to reduce the gap in local communities across the country, Johnson & Johnson has hosted similar fund-raising galas over the past four years, generating more than \$12 million.

For additional information on *The Promise of Nursing for Mississippi* or other upcoming galas, please email NursingFundraisingEvent@hcsus.jnj.com.

ABOUT THE PROMISE OF NURSING

The Promise of Nursing for Mississippi 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 in 2006 to receive this prestigious award established in honor of the late U.S. Secretary of Commerce Ron Brown.

ABOUT JOHNSON & JOHNSON

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