Cherokee Inspired Comfort Award Calls for Healthcare Professional Nominations

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LOS ANGELES, March 1, 2011 /PRNewswire/ -- Cherokee Uniforms, a leading provider of medical scrubs, is now accepting nominations through May 31, 2011 for its annual Inspired Comfort Award [1]. The award provides the nation an opportunity to recognize healthcare professionals for going above and beyond their call of duty to make a difference for their patients and the communities they serve. Since its inception in 2003, more than 9,000 healthcare professionals have been nominated for the award. To date, 80 recipients [2] have been honored with this award for the outstanding impact they've made on their communities and the people in them.

"The Inspired Comfort Award honors those who take extraordinary measures to make the world a better place," said Michael Singer, Chief Executive Officer of Cherokee Uniforms. "Healthcare workers often are unsung heroes who perform incredible feats of courage and sacrifice, providing life-changing service to their patients and communities. This award offers their colleagues, friends, family members and patients the chance to publicly and meaningfully voice appreciation and admiration."

A panel of nurse leaders, Cherokee professionals and former award recipients will choose winners who best meet the program's criteria of 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 2012 U.S. medical conference of each winner's choice and an annual membership to their preferred clinical association. Additionally, those who nominate the grand prize winner in each category will receive a $1000 Cherokee medical wardrobe.

Deserving healthcare professionals can be nominated at http://inspiredcomfort.com/nominate [3]
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