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**LEADING ORGANIZATIONS PARTNER TO HONOR AMERICAN NURSE HEROES
'YEAR OF THE NURSE' TAKES ON GREATER URGENCY DURING PANDEMIC**

SILVER SPRING, MD – The American Nurses Association (ANA), Al Roker Entertainment, and HealthCom Media, publisher of *American Nurse Journal*, have joined forces to produce a network television and multi-channel event to celebrate the heroic work of nurses and the positive impact they have on our nation in this time of crisis, and beyond. The campaign, titled “*American Nurse Heroes*,” will present true stories of nurses on the frontlines of the COVID-19 crisis and more as they strive to deliver high quality health care.

The goal of the campaign is to increase the public’s awareness and appreciation of nurses, while educating viewers on the magnitude of nurses’ work and their positive impact on society and the American healthcare system. Numbering more than 4 million strong, nurses are the largest group of health care professionals in this country. Nurses are with patients and families in all settings where health care is delivered, from birth to the end of life. Globally, the nursing profession marks a milestone in 2020, as the World Health Organization declared it the International Year of the Nurse and Midwife in honor of the 200th anniversary of the birth of Florence Nightingale. Year of the Nurse has been extended through July 2021.

“The campaign will also inspire viewers to share stories of nurses who have made a lasting impression on the lives of their families and friends,” said ANA Enterprise Acting CEO Debbie Hatmaker, PhD, RN, FAAN, “and encourage Americans to support nurses as pillars of society, make the case to policymakers about the importance of investing in nursing, as well as inspire young people to choose nursing as a career.” ANA Enterprise is the family of organizations that is composed of the American Nurses Association (ANA), the American Nurses Credentialing Center (ANCC), and the American Nurses Foundation.

“I’m honored that ANA and HealthCom Media selected Al Roker Entertainment to tell these amazing stories,” commented venerable television personality Al Roker. “As a New Yorker, I am well aware and appreciative of the heroic actions nurses perform daily, let alone during this global pandemic. Their first-person stories are real, authentic, and vital...and give much-needed insight into the frontlines of healthcare. I hope viewers of ‘American Nurse Heroes’ will recognize that we all owe them a huge debt of gratitude.”

Additionally, viewers will have an opportunity to support the American Nurses Foundation’s non-profit efforts. By supporting the Foundation, members of the public can demonstrate their appreciation and support for nurses who are on the front lines caring for patients during this pandemic, despite significant risks to their well-being and safety.

Online video vignettes and printed profiles in *American Nurse Journal* and at myamericannurse.com begin this summer, with a network television event scheduled for later in the year.

Although nurses on the frontlines of the pandemic have been visible in media and recognized for their bravery, the general public may not fully understand the depth and breadth of contemporary nursing practice and the critical role nurses play in caring for individuals and communities ranging from illness care to health promotion and prevention and public health.

“It is long overdue to tell the stories of these selfless professionals and their impact, especially poignant in this time of crisis,” said Greg Osborne, president, and founder of HealthCom Media. “We’re privileged to work with the American Nurses Association to bring these stories to life across television, online, and print channels.”

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About the American Nurses Association

The American Nurses Association (ANA) is the premier organization representing the interests of the nation’s 4 million registered nurses. ANA advances the nursing profession by fostering high standards of nursing practice, promoting a safe and ethical work environment, bolstering the health and wellness of nurses, and advocating on healthcare issues that affect nurses and the public. ANA is at the forefront of improving the quality of healthcare for all. For more information, visit nursingworld.org.

About HealthCom Media and American Nurse Journal

HealthCom Media is a leading information and content development company with a quarter-century experience in healthcare media and thought leadership offering a full suite of communication tools and strategies including market research, marketing services, digital and data strategies for associations and healthcare. HealthCom Media is the official publisher of American Nurse Journal, the official journal of the American Nurses Association (ANA) a fresh voice of nursing across America. The journal reaches more than 175,000 dedicated nurses in a multitude of specialties and practice settings. The myamericannurse.com official site reached more than 4.2 million users in 2019. For Information about American Nurse Journal, visit myamericannurse.com. For Information about HealthCom Media, visit healthcommedia.com.

About Al Roker Entertainment

*Al Roker Entertainment (ARE) is an industry-leading producer of original, award-winning TV programs and digital content. Led by 14-time Emmy winning TV personality and trusted media authority **Al Roker**, ARE partners with a creative consortium of producers, directors, writers, agencies, and talent to ideate, produce, activate, and amplify original content globally, using a variety of broadcast, cable, OTT, social, and streaming platforms. ARE partners with a varied creative consortium of producers, directors, writers, creative directors, agencies, and talent to ideate, produce, activate, and amplify content. As a production services provider, ARE partners with brands, non-profits, ad agencies, and PR companies to generate and inspire audiences through branded entertainment storytelling, notably in the social good space.*

Launched in 1994, ARE has produced a variety of breakthrough unscripted, scripted and digital programming for top television and digital channels including The Weather Channel, Science Channel, Nat Geo, Food Network, Discovery, TLC, Hallmark, NBC, CBS, Lifetime among others. In addition to linear hits “DEA” on Spike TV, “Kimberly’s Simply Southern” on GAC, and “Celebrity Holiday Homes” on HGTV, ARE produced the action-adventure reality series “Coast Guard Alaska,” “Coast Guard Florida,” and “Coast Guard Cape Disappointment,” now airing on Pluto TV. ARE has also produced content in partnership with leading digital platforms – both pre-recorded and live streaming – including Facebook, Twitch, Twitter/Periscope, YouTube, LinkedIn, IGTV, “Stories” and through corporate B2B digital marketing. For more information visit alrokerentertainment.com.