



A CAREISMATIC BRAND



Cherokee Uniforms and National Black Nurses Association Announce New Scholarships

Chatsworth, CA, April 9, 2021 – Cherokee Uniforms and the National Black Nurses Association today announced the creation of a new scholarship program, **Cherokee Uniforms X NBNA Nursing Scholarship**. The 2021 scholarship program is comprised of four new scholarships for students valued at \$2,750.00 each.

To be eligible for consideration, scholarship applicants must meet the following criteria:

1. Must be an NBNA member
2. Minimum GPA: 2.5
3. Financial need
4. BSN or higher
5. Must be enrolled in a school of nursing in the United States
6. Submit an essay (250 words or less) on what the Nurse Uniform of the Future should be like. How should it be different from today's scrubs – in design, function, features, fabric, colors, etc.?

Students may apply for the **2021 Cherokee Uniforms X NBNA Nursing Scholarship** [here](#). **Applications and essays must be submitted by May 1, 2021.**

The scholarship is sponsored by [Careismatic Brands](#), the designer, manufacturer and distributor of nurses' favorite scrubs brands, including Cherokee Uniforms, Dickies, Infinity, HeartSoul, and ScrubStar. Led by the American Nurses Association's 2020 Champion of Nursing Award recipient, Mike Singer, Careismatic and its people serve, understand, and champion the people in uniform who serve and care for others.

In 2020, at the height of the pandemic, Careismatic produced "[A Tribute to Courage](#)" – a video honoring nurses who have given so much to patients and our nation throughout Covid-19. The film logged more than 5 million views on YouTube and generated more than \$100,000 in donations for the DAISY Foundation's Health Equity Grants and Awards Program. And to further support caregivers who took care of patients with Covid-19 in hotspots across the nation, the company donated more than one million dollars' worth of scrubs.

[ScrubsMag.com](#), Careismatic's nursing-lifestyle media platform, is the proud media sponsor of the 2021 NBNA 50th Anniversary and Annual Conference. Careismatic's Cherokee Uniforms is spotlighting innovative and visionary NBNA leaders throughout 2021 through its sponsorship of Tiff Talks, a live broadcast by NBNA member Tiffany Gibson on Cherokee Uniforms Instagram.

ABOUT CAREISMATIC BRANDS

Careismatic Brands, Inc. (formerly Strategic Partners, Inc.) is a leader in healthcare and wellness, with a deep portfolio of top global medical apparel and footwear brands, plus innovative and game-changing wellness brands such as Certainty SmartBoost, a laundry additive that works alongside regular detergent to protect fabrics. Careismatic Brands portfolio of deeply trusted brands deliver best-in-class products and unparalleled service to distribution partners and consumers.

In addition to being the market share leader in medical apparel, Careismatic Brands is a manufacturer/distributor of school uniforms, corporate identity uniforms, adaptive clothing, medical instruments and accessories. The Company takes great care to understand and provide products that champion the people wearing uniforms who serve and care for others. For more information on Careismatic Brands go to careismatic.com.

ABOUT NATIONAL BLACK NURSES ASSOCIATION (NBNA)

Founded in 1971, the National Black Nurses Association (NBNA) is a professional organization representing 308,000 African American registered nurses, licensed vocational/practical nurses, and nursing students in 108 chapters and 34 states. The NBNA mission is “to serve as the voice for Black nurses and diverse populations ensuring equal access to professional development, promoting educational opportunities and improving health.”

NBNA chapters offer voluntary hours providing health education and screenings to community residents in collaboration with community-based partners, including faith-based organizations, civic, fraternal, hospitals, and schools of nursing.

#

CONTACT:

Sara Rosales

Senior Vice President, Communications

srosales@strategicpartners.net

310/413-2413 (mobile)