Pampers Swaddlers Names Winners of the 2017 Thank You Nurses Awards

Release Date:
Monday, May 8, 2017 8:00 am EDT

Terms:
P&G Corporate Announcements

Dateline City:
CINCINNATI

Pampers, Together with the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) and the National Association of Neonatal Nurses (NANN), Kicks Off Nurse Appreciation Week by Recognizing Nurses Across the Country

CINCINNATI--(BUSINESS WIRE)--To celebrate Nurse Appreciation Week, Pampers Swaddlers, the #1 Choice of U.S. Hospitals*, announces the winners of the Thank You Nurses awards. Developed with the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) and the National Association of Neonatal Nurses (NANN), this award honors nurses who go above and beyond through the touches of love they give to babies and their parents across three care categories: Labor & Delivery, Neonatal Intensive Care Unit (NICU) and Postpartum.

Out of more than 3,000 nominations, the stories of Laurie Milliken of Washington Township, NJ, Elizabeth Giambrone of New Orleans, LA, and Billie Warren of Wheat Ridge, CO rose to the top. Laurie Milliken made the selfless decision to give up time with her own family during the holidays and stay well beyond her shift to be by her patient’s side during 17 hours of labor. Billie Warren connected with one new mom who was unable to share in the birth of her baby with her own mother. And, Elizabeth Giambrone helped one family find comfort, and even some laughter, through their baby’s journey with multiple surgeries and 130 days in the NICU.

“Our beautiful stories of guiding parents through the onset of their newborn’s delivery and postpartum care were heartfelt, unique and what being a nurse is all about,” said Lori Brittingham, President of the National Association of Neonatal Nurses.

“We look forward to honoring these stand-out nurses for all they’ve done for patients with the prestigious recognition of the Thank You Nurses Award at this year’s AWHONN convention,” added AWHONN CEO Lynn Erdman, MN, RN, FAAN.

This year’s winners will receive a one-year membership to AWHONN or NANN, including attendance at the respective organization’s annual convention, a $5,000 scholarship, a P&G care package, commemorative plaque and more.

AWHONN and Pampers Swaddlers have also awarded three additional scholarships to help minority nurses complete their studies toward a Master of Science in Nursing. Anita MacInnis from Healdsburg, CA, Essence Williams from Crum Lynne, PA and Ludrena Rodriguez from Mililani, HI were recognized for their career accomplishments, superior academic achievements and involvement in AWHONN to help in advancing the nursing field.

“Pampers is dedicated to every baby’s happy, healthy development, and has been trusted by nurses since the brand began working closely with hospitals 40 years ago,” said E. Yuri Hermida, Vice President, North America Baby Care, P&G. “This longstanding relationship and respect for nurses is why Pampers launched the Thank You Nurses program in 2015 and why we continue to work closely with hospitals and nurses to improve our products.”

In 2016, Pampers introduced the new Pampers Preemie Swaddlers Size P-3 diaper, designed in partnership with NICU nurses for the most vulnerable premature babies weighing as little as 1 pound (500 grams). Pampers commemorated this advancement with the “Touches of Love” campaign this fall, celebrating all babies, especially those in the NICU, and those who care for them – including the nurses who provide essential touches of love to help with baby’s growth and development.

Throughout Nurse Appreciation Week (May 6–12), Pampers will continue to celebrate the selfless work of nurses on social media with hashtag #ThankYouNurses, and will recognize nurses nationwide with surprises at their homes and while on the job.

For more information visit Pampers on Facebook, Instagram and Twitter.

About Pampers Swaddlers

Pampers Swaddlers is the #1 Choice of U.S. Hospitals* and the first diaper worn by millions of babies. Pampers Swaddlers wraps baby with premium comfort, protection and blanket-like softness, helping to take care of babies during all the precious first moments they share with their parents. Pampers Swaddlers is Pampers’ softest diaper and provides a wetness...
indicator and absorb away liner on all sizes for up to 12 hours of comfort and protection. Pampers Swaddlers are available in sizes P-6 at retailers nationwide and online at www.pampers.com. Pampers Preemie Swaddlers in sizes P-1, P-2 and P-3 are available to hospitals across the U.S. and Canada.

About Pampers®

For more than 50 years, parents have trusted Pampers to care for their babies. Pampers is a part of The Procter & Gamble Company (NYSE:PG) and is the #1-selling diaper worldwide. Every day, more than 25 million babies in 100 countries around the world wear Pampers. Pampers offers a complete range of diapers, wipes and training pants designed to provide protection and comfort for every stage of baby’s development. Visit www.pampers.com to learn more about Pampers products, join the Pampers Rewards program, and find ideas and information to help your baby get the most out of love, sleep and play.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit http://www.pg.com for the latest news and information about P&G and its brands.

About AWHONN

Since 1969, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) has been the foremost authority promoting the health of women and newborns and strengthening the nursing profession through the delivery of superior advocacy, research, education, and other professional and clinical resources. AWHONN represents the interests of 350,000 registered nurses working in women's health, obstetric, and neonatal nursing across the United States. Learn more about AWHONN at www.awhonn.org.

About NANN

As the voice for neonatal nurses, NANN has supported its members and advanced the profession by providing opportunities to influence care for neonates and their families, collaborate with leaders and peers in their field, and gain clinical knowledge to improve their daily practice for over 30 years. Today, more than ever before, high-risk neonates have a better chance of thriving because of the advances in medicine and the skilled neonatal nursing care they receive. The National Association of Neonatal Nurses stands behind these nurses, providing the professional and educational support they need. Learn more about NANN at www.nann.org.

*Based on sales of the newborn hospital diaper

**Language:**
English

**Contact:**
P&G Baby Care Communications
Sarah Pasquinucci, 513-983-2324
pasquinucci.sm@pg.com

or

MSLGROUP (for Pampers)
Diana Hitzig, 646-500-7686
Diana.Hitzig@mslgroup.com

**Ticker Slug:**
Ticker: PG
Exchange: NYSE

Individual, Facebook, Pampers Facebook
Individual, Instagram, Pampers Instagram

@Pampers

Celebrate Nurse Appreciation Week with @Pampers by thanking a nurse that is special to you.