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**CAREISMATIC BRANDS LAUNCHES "19 DAYS OF GRATITUDE" GLOBAL CAMPAIGN
TO SUPPORT NURSES AND THE DAISY FOUNDATION**

*Tribute Video Features A Reimagination of George Harrison's
"Give Me Love (Give Me Peace on Earth)" Sung by Children in an Emotional and
Celebratory Tribute to Nurses' Courage on the Front Lines Around the World*

Chatsworth, Calif., September 24, 2020 – Careismatic Brands, the world's largest designer and manufacturer of medical apparel, today announced the launch of a global tribute and charitable fundraising campaign, "19 Days of Gratitude," spotlighting the heroism of nurses as they continue to battle COVID-19 on the front lines. Launching in a year that the World Health Organization has deemed "The International Year of The Nurse and Midwife," and timed to the 200th anniversary of Florence Nightingale's birth, the new campaign will celebrate nurses by revealing 19 stories that showcase frontline nurses from around the world over 19 consecutive days. The campaign will debut on careismatic.com/TributeToCourage and across Careismatic's various social and digital channels, to celebrate the nursing community and raise money for the DAISY (Diseases Attacking the Immune System) Foundation, a worldwide organization recognizing the incredible work and sacrifice of nurses.

The campaign will kick off with a powerful tribute video "In The Year of The Nurse – A Tribute to Courage," shot and produced by Hollywood creative agency Mob Scene. The video features a reimagined recording of George Harrison's classic song, "Give Me Love (Give Me Peace on Earth)" from Grammy Award-winning music producer Rob Cavallo (former Chairman of Warner Bros. Records, whose accolades include 1988 Producer of the Year; 2005 Record of the Year for Green Day's *Boulevard of Broken Dreams*; and selling an excess of 160 million records worldwide). Cavallo's version of "Give Me Love (Give Me Peace on Earth)" features children singing from home and is designed to recognize and uplift health care professionals during this pandemic.

"Health care professionals are selfless people who are putting themselves on the line to save people's lives during this COVID-19 crisis and this campaign is a tribute to them," said Michael Singer, CEO of Careismatic Brands. "Our mission at Careismatic Brands is to champion the

people behind the scrubs, and we are honored to share this very meaningful tribute as a way to thank the people who have given so much hope and professional care – at much personal risk – to so many COVID patients during these extraordinary times.”

Cavallo rerecorded the song during the middle of the pandemic’s stay-at-home mandate, so he was forced to creatively develop a process of overlaying each individual singer’s track while working remotely with engineers and musicians.

“We kept coming back to Give Me Love’s lyrics, which are incredibly meaningful and exactly what people need to hear during these unprecedented times,” Cavallo said. “George Harrison found the song to be profoundly moving and described it as a prayer and personal statement between him, the Lord and whoever likes it. If our version of this beautiful classic can brighten one nurse’s day after the incredible sacrifice they are making, it is all worth it.”

The video ends by encouraging viewers to donate to the DAISY Foundation. The fundraising effort will support their traditional programs as well as a new initiative awarding nurses grants to advance health equity in underserved communities. For more information, [visit www.daisyfoundation.org/donate](http://www.daisyfoundation.org/donate).

“Careismatic Brands has been a longtime supporter of the DAISY Foundation and our mission to award and celebrate nurses as the unsung heroes providing quality health care,” said Bonnie Barnes, Co-Founder of the DAISY Foundation. “When we first saw the ‘Tribute to Courage’ video and heard its score with the plea for love and hope, we were immediately struck by its power and ability to provide a much-needed lift to nurses during this incredibly difficult time. We are thrilled that Careismatic Brands will be bringing this important tribute to nurses and offering a fundraising opportunity to the public,” Barnes continued. “Donations will fund nurse recognition as well as important research done by nurses to ensure that all people, no matter their race or economic situation, receive high-quality health care.”

Careismatic Brands’ “19 Days of Gratitude” campaign comes on the heels of the company’s [\\$1 million donation](#) of its Cherokee Uniforms and Dickies Medical branded scrubs to healthcare workers, at the start of the COVID-19 pandemic. The company quickly delivered scrubs to more than 200 hospitals, in areas most impacted by the virus. The donated scrubs were provided to help healthcare workers lacking personal protective equipment get the apparel they needed to either change or even dispose of their scrubs throughout the day to avoid viral spread.

For more information on how to access the campaign, music video, 19 stories from nurses around the globe and to donate, please visit careismatic.com/TributeToCourage.

ABOUT CAREISMATIC BRANDS

Careismatic Brands, Inc. (formerly Strategic Partners, Inc.) is the global leader in medical apparel with a distribution footprint in more than 70 countries, and a deep portfolio of top-selling medical apparel, footwear and accessories brands such as Cherokee Uniforms, Dickies Medical, heartsoul, Infinity by Cherokee, ScrubStar, Tooniforms and Anywear. Plus innovative

and game-changing wellbeing brands such as Certainty SmartBoost, an antimicrobial laundry additive that works alongside regular detergent to protect fabrics. Careismatic Brands' portfolio of deeply trusted brands delivers best-in-class products and unparalleled service to distribution partners and consumers.

In addition to being the marketshare leader in medical apparel, Careismatic Brands is a manufacturer/distributor of school uniforms by Classroom, corporate identity uniforms, adaptive clothing by Silverts, 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, visit www.careismatic.com and follow us on [Facebook](#) and [Instagram](#).

ABOUT DAISY

The DAISY Foundation™ is the leading international organization for nursing recognition. It was created in 1999 by the family of J. Patrick Barnes, in memory of the extraordinary nursing care they experienced when he was in the hospital for 2 months with an auto-immune disease. (DAISY stands for *D*iseases *A*ttacking the *I*mmune *S*ystem). His family's drive to say "thank you" to nurses for the compassionate and skillful care they provide every day – The DAISY Award® for Extraordinary Nurses – has grown to become a highly respected and international nurse recognition program. It provides unique and meaningful recognition that benefits nurses and the organizations where they work.

Today, over 4,500 healthcare organizations and schools of nursing in 29 countries are committed to honoring their nurses with The DAISY Award. Over 1.8 million nurses have been nominated by their patients, families and colleagues, and over 144,000 awards have been granted.

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