**Sample Press Release for Facilities**

FOR IMMEDIATE RELEASE Contact: [*Your name*]

[*Month, day, year*] [*Your phone number – local, weekdays and weekends*]

 [*Your e-mail address*]

**American Nephrology Nurses Association Weeklong Celebration to Spotlight Health Care Heroes:
Nephrology Nurses**

***[Name of your facility]*** *invites hospitals, dialysis facilities and others to honor nurses during 'Nephrology Nurses Week'.*

[**www.annanurse.org/NNW**](http://www.annanurse.org/NNW)

[Your city, state] – [*Name of your facility, city, state*] will join the American Nephrology Nurses Association in a nationwide celebration honoring nephrology nurses during “Nephrology Nurses Week,” September 11-17, 2022.

Nephrology nurses care for patients with kidney disease and provide lifesaving care each day. To honor their passion and commitment, ANNA has designated the second full week in September each year as Nephrology Nurses Week. This year,[n*ame of your facility*] will mark the event with activities recognizing and rewarding nephrology nurses.

On *[date]* [*list activities and events – including dates, times, places and a few short details – here. Follow with any specific information about your facility that you would like to include that promotes education programs or services. List your Web site if appropriate.]*

Nephrology nurses use their vision, knowledge, and skills to take action and improve patient outcomes. They make a positive difference in the lives of patients and their families every day. Caring for patients with kidney disease requires nurses to be highly skilled, well educated, and motivated, and nephrology nurses cite the variety and challenges of the specialty as fueling their ongoing passion.

“[*Include a quote here from a nephrology nurse or dedicated spokesperson from your facility*],” said [*name, credentials, title*]. “[*Continue quote here*.]” [*The spokesperson may want to discuss how Nephrology Nurses Week is the ideal time for patients and employers to express their appreciation to their nurses and how your facility provides quality patient care*].

ANNA launched Nephrology Nurses Week in 2005 to give employers, patients, and others the opportunity to thank nephrology nurses for their life-saving work. In addition, ANNA also hopes to spark interest in other nurses about the multifaceted career opportunities available in nephrology. One of the most diverse nursing specialties practiced today, nephrology nurses care for patients of all ages who have, or are at risk for, kidney disease.

About 37 million adults in the United States suffer from chronic kidney disease. The rising number of individuals with kidney disease, many of whom are minorities, is in part attributed to the country’s obesity epidemic, an alarming trend that has led to more cases of diabetes and high blood pressure. Both of these diseases are major contributors to kidney failure.

More information about the work of nephrology nurses, the Nephrology Nurses Week celebration, and products promoting the event is available at [**www.annanurse.org/NNW**](http://www.annanurse.org/NNW)(phone: 888-600-2662; e-mail: anna@annanurse.org).

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**Members of the media:** Reporters are welcome to cover the events listed above. Please contact [*repeat name of contact person and contact information here*] if you would like to attend.