

American Nurses Association
8515 Georgia Avenue, Suite 400
Silver Spring, Maryland 20910-3492
Tel (301) 628-5000
Fax (301) 628-5001
www.NursingWorld.org

NEWS RELEASE



FOR IMMEDIATE RELEASE
May 30, 2007

CONTACT:

Mary McNamara, 301-628-5198

mary.mcnamara@ana.org

Mary Stewart, 301-628-5038

mary.stewart@ana.org

www.nursingworld.org/rnrealnews/

THE AMERICAN NURSES ASSOCIATION LAUNCHES DAILY E-NEWSLETTER

SILVER SPRING, MD –The American Nurses Association (ANA) is launching “ANA SmartBrief”, a daily electronic newsletter, as a tangible, new benefit to its members. SmartBrief provides a daily update on nursing and healthcare issues as well as information on association conferences and activities. Starting May 30, 2007, the e-newsletter will offer members a summary of timely and relevant news articles gathered from hundreds of media sources, along with the corresponding Web links to access additional information.

“ANA is glad to provide this valuable source of information to its members,” said Linda J. Stierle, MSN, RN, CNAAB, CEO of the American Nurses Association. “It’s an effective tool that enables nurses to stay informed about healthcare advances, legislation, and events that impact our dynamic profession.”

To provide this member benefit, ANA is working in partnership with SmartBrief, Inc., a leading electronic publisher based in Washington, DC. ANA members may sign up for SmartBrief free of charge, just visit <http://smartbrief.com/ana>.

Founded in 1999, SmartBrief is the nation's leading electronic business news aggregator. Its 65 customized e-mail newsletters, all created in exclusive partnership with leading trade associations, professional societies and corporations, reach a total audience of more than 1 million professionals in 18 industries. A privately-held company, SmartBrief's publications reach professionals in advertising, aviation and aerospace, biotechnology, telecommunications, media and entertainment, retail and consumer products, business, insurance, finance, education, distribution, health care, foodservice, travel and hospitality, and other industries.

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The ANA is the only full-service professional organization representing the interests of the nation's 2.9 million registered nurses through its 54 constituent member nurses associations. The ANA advances the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public.