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**2008 FREDDIE Awards**  
**Confer Top Honor to Nurse for First Time in 34-Year History!**  
**Vernice Ferguson RN, MA, FAAN, FRCN, to receive Lifetime Achievement Award**  
**Also to be honored: the American Diabetes Association; Anthony Fauci, MD;**  
**and Team Hoyt, along with**  
**the Winners of 32 Prestigious Awards for Health and Medical Productions**

***MediMedia Foundation Celebrates 34th Annual International Health & Medical Media Awards at Star-Studded Gala on November 14 in Philadelphia***

**NEW YORK, NY – June 2008** – For the first time in the 34-year history of the FREDDIE Awards, the top honor will be conferred to a nurse. Vernice Ferguson, RN, MA, FAAN, FRCN, will be honored with the 2008 Lifetime Achievement Award at the 34<sup>th</sup> Annual FREDDIE Awards, known as the “Oscars of health and medicine.” The MediMedia Foundation’s black-tie gala awards ceremony, honoring the best in the year’s health and medical productions, will be held on November 14 at Philadelphia’s elegant Crystal Tea Room.

In addition to the 32 awards bestowed for excellence in a variety of categories, the FREDDIE Awards will present its prestigious 2008 Lifetime Achievement Award, the organization’s highest honor to **Vernice Ferguson, RN, MA, FAAN, FRCN**. The 2008 Special Awards for Public Service will be presented to **Anthony Fauci, MD**, for his global leadership in infectious disease research and treatment; **Team Hoyt**, the remarkable father-and-son team that inspires all with its lessons in living life successfully with disabilities; and the **American Diabetes Association**, for its profound contributions to the prevention of and search for a cure for diabetes and for the improvement brought to the lives of millions as a result of its advocacy and leadership.

“These honorees have made an immeasurable contribution to the field of health and medicine and, perhaps more importantly, to the personal lives of countless individuals,” said Steve Simcox, CEO, MediMedia. “Our hope is that this spotlight placed on their work will further increase contributions to support their efforts in the health and medical communities.”

“The mission of the FREDDIE Awards is to provide encouragement and acknowledgment to the producers of health and medical electronic media. We are proud to share their accomplishments with a world that will benefit greatly from the knowledge they provide,” said Donna Hill Howes, RN, MS, executive producer of the FREDDIE Awards.

The 2008 Lifetime Achievement Award and Special Award Recipients will join the luminous ranks of past winners, including **Bill and Melinda Gates; Christopher Reeve; Marlo Thomas; Jerry Lewis; Jack LaLanne; Mary Tyler Moore; Doctors Without Borders; Jonas Salk, MD; Senators John Glenn, Bob Dole, and Elizabeth Dole; Magic Johnson; AmeriCares; Erik Weihenmayer; the American Red Cross; and Michael DeBakey, MD.**

**About: Vernice Ferguson, RN, MA, FAAN, FRCN**

Vernice Ferguson, RN, MA, FAAN, FRCN is a major leader in the nursing profession who has paved the way for many success stories. Ferguson served for 12 years as assistant chief medical director for nursing programs at the Department of Veterans Affairs, where she was responsible

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for the largest organized nursing service in the world, with more than 60,000 nurses. For most of her career, she has served as the chief nurse at two Veterans Administration medical centers and as the chief of the nursing department, Clinical Center, at the National Institutes of Health. She is the recipient of eight honorary doctorates and two fellowships. Ferguson is a past president of the American Academy of Nursing, Sigma Theta Tau International (the international honor society for nursing), and the International Society of Nurses in Cancer Care. She is a fellow at the Royal College of Nursing in the United Kingdom, the second American nurse to receive this honor. At the 25<sup>th</sup> anniversary celebration of the American Academy of Nursing, she was honored as a “Living Legend.”

#### **About: Anthony Fauci, MD**

Anthony Fauci, MD, is internationally known for his contributions to immunology and infectious disease research. Fauci pioneered the field of human “immunoregulation” and has made seminal contributions to the understanding of how the AIDS virus destroys the body’s defenses. His research helped pave the way for treatment and prevention strategies. He remains one of the world’s most cited scientists and researchers. Fauci oversees a \$4.4 billion research portfolio at the National Institute of Allergy and Infectious Diseases and serves as a key advisor to the White House and Department of Health and Human Services on global AIDS issues and projects to increase medical and public health preparedness against emerging infectious diseases.

#### **About: Team Hoyt**

Dick and Rick Hoyt are a father-and-son team from Massachusetts that has competed in over 970 road races and triathlons in the last 28 years, including 25 Boston Marathons. The Hoyts have even competed several times in the Ironman Triathlon, that daunting, almost superhuman, combination of 26.2 miles of running, 112 miles of bicycling, and 2.4 miles of swimming. Together, they have climbed mountains and once trekked 3,735 miles across America. It’s a remarkable record of exertion — all the more so when you consider that Rick can’t walk or talk. The inspiration they give to everyone they meet is contagious but most important to the Hoyts is the impact they leave from their efforts in the area of the disabled, and on public attitudes toward the physically and mentally challenged.

#### **About: the American Diabetes Association**

The American Diabetes Association is the nation’s leading voluntary health organization supporting diabetes research, information, and advocacy. The association’s advocacy efforts include helping to combat discrimination against people with diabetes and advocating for an increase in federal diabetes research and programs and for improved access to, and quality of, healthcare for people with diabetes. The association’s mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Founded in 1940, the association provides service to hundreds of communities across the country. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383), or visit [www.diabetes.org](http://www.diabetes.org). Information from both these sources is available in English and Spanish.

#### **About The FREDDIES**

Thirty-four years ago, FREDDIE Awards founder Dr. Fredrick Gottlieb brought the worlds of medical science, education, and the arts together in what has become the preeminent international media competition devoted to educational health and medical productions. Each year, the competition attracts hundreds of submissions from around the world—documentaries, series, shorts, videos, web sites, and CD-ROMs—in 32 categories, including oncology, diabetes, fitness/wellness, infectious diseases, prevention, and women’s health. All of the submissions were produced to help people live healthier, longer lives; to provide answers for consumers and health professionals; and to raise important questions. The stories they tell are courageous and inspirational, often documenting the lives of those who have overcome tremendous medical

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struggles and those who have helped them to do so. Go to [www.thefreddies.com](http://www.thefreddies.com) for more information.

**About MediMedia**

MediMedia offers some of the best-known brands in healthcare communications to both industry professionals and patients. In addition to its leading consumer health content sources, MediMedia is the preeminent provider of solutions for pharmaceutical companies along its entire marketing continuum, targeting physicians, payers and patients with its content and applications. The company's attention to content quality, accuracy, and ease of comprehension, as well as its experience in delivering specialized information to targeted audiences, has earned the trust and respect of healthcare organizations, pharmaceutical companies, physicians, employers, and consumers throughout the country. For more information about MediMedia, please visit [www.medimedia.com](http://www.medimedia.com).

**About MediMedia Foundation**

The MediMedia Foundation was established in April 2008 as a not-for-profit 501c3 charity. The foundation's first activity will be to assume the management of the International Health & Medical Media Awards. In so doing, the foundation will assure that its mission of global health education will continue through the support of its many valued sponsors.

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