



**FOR IMMEDIATE RELEASE**

**Sofia Vergara Brings Her Style to Healthcare with Careisma**

*Award-winning actress inspires healthcare workers to embrace their individuality with style at work*

LOS ANGELES, Calif. – (March 14, 2016) – Strategic Partners, Inc., and Sofia Vergara, award-winning actress and businesswoman, today announced a new line of medical apparel, Careisma by Sofia Vergara. The line celebrates the passion and dedication of healthcare workers and features a bold assortment of figure-flattering styles, a wide selection of solid colors and coordinating prints. As the world's leading designer, manufacturer and distributor of branded medical apparel, Strategic Partners, Inc., is thrilled to be partnering with a world-class style icon. The new line will be available in fine uniform stores and online retailers in April.

"I've seen how hard nurses and other healthcare professionals work, and I wanted to give them an opportunity to proudly embrace their feminine, funny and sassy sides. Careisma is meant to be flattering and fashionable no matter what the day brings," Vergara said.

"Careisma by Sofia Vergara invites healthcare professionals to express themselves with a whole new style. Careisma is defined by Sofia and reflects her personality and allure," said Mike Singer, CEO of Strategic Partners.

The Careisma by Sofia Vergara line offers pants, tops, jackets, long-sleeved tees, signature gold foil branding and a logo charm. The brand also features Certainty® fabric technology in select styles.

To learn more about Careisma by Sofia Vergara and where it can be purchased, visit [www.CareismaScrubs.com](http://www.CareismaScrubs.com).

To learn more about Certainty fabric technology, visit [www.CertaintyTechnologies.com](http://www.CertaintyTechnologies.com).

**Images Available:** (High-resolution images available on request.)

[www.spimarketing.net/Careisma\\_Jackets\\_CA302\\_300.jpg](http://www.spimarketing.net/Careisma_Jackets_CA302_300.jpg)

[www.spimarketing.net/Careisma\\_Top\\_CA606.jpg](http://www.spimarketing.net/Careisma_Top_CA606.jpg)

[www.spimarketing.net/Careisma\\_Underscrub\\_CA608X13.jpg](http://www.spimarketing.net/Careisma_Underscrub_CA608X13.jpg)

**Video with a player:** <https://p.widencdn.net/q7xqjz> (Embed code available on request.)

Facebook.com / CareismaScrubs

Instagram.com / CareismaScrubs

Twitter.com / @CareismaScrubs

Pinterest.com / CareismaScrubs

**About Strategic Partners, Inc.**

Established in 1995, Strategic Partners, Inc. designs, manufactures and distributes high-quality, fashion-inspired medical uniforms under the Cherokee, Dickies, HeartSoul, Code Happy, Sapphire Scrubs, Careisma and Disney brands. The company also manufactures and/or distributes footwear under the Cherokee, Dickies, Asics, Reebok, K-Swiss and Anywear brands, among many others, and it manufactures and distributes medical accessories and Classroom brand school uniforms. As a company, Strategic Partners supports nurses and other healthcare professionals through [Scrubs Magazine](http://ScrubsMagazine.com), a leading lifestyle media brand for nurses, and its website, [scrubsmag.com](http://scrubsmag.com), the nation's number-one online destination for nurses. Strategic Partners is also well known for its numerous outreach and philanthropic activities. The corporation's home office is in Chatsworth, California. Visit [www.strategicpartners.net](http://www.strategicpartners.net).

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