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NEWS RELEASE



FOR IMMEDIATE RELEASE
November 16, 2009

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ANA Launches New and Improved Online Bookstore on Nursingworld.org

Silver Spring, MD -- Nursesbooks.org, the publishing program of ANA, today announced that it has launched a newly redesigned online bookstore that goes live today. To kick off the new site, **through the month of December Nursesbooks.org is offering a 10% discount on all ANA products at final checkout for online orders*.**

The new bookstore has a number of enhanced features and user-friendly upgrades, including improved access and navigation, providing the feel of a virtual marketplace where customers can conveniently find their selections and check out to the shopping cart in fewer steps.

In addition, the redesign has streamlined access to content, and upon entering the new online bookstore customers will be able to easily identify several things upon first point of contact for a more seamless online shopping experience:

- Who is Nursesbooks.org?
- What does Nursesbooks.org have to offer and how do its publications relate to other ANA and ANCC products and services?

- What can I do here?
- Can I find what I want quickly and easily?

*Nursebooks.org's special offer applies **only** to ANA products and for online orders only. Visit and shop at ANA's new bookstore at www.nursingworld.org/books.

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The American Nurses Association (ANA) is the only full-service professional organization representing the interests of the nation's 2.9 million registered nurses through its constituent member nurses associations, its organizational affiliates, and its workforce advocacy affiliate, the Center for American Nurses. 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.