



Wisconsin Health Care Association

Wisconsin Center for Assisted Living

For Immediate Release:
September 14, 2020

For More Information, Contact:
Allison Cramer, (608) 257-0125

Assisted Living Communities Celebrate National Assisted Living Week
Wisconsin's Long-Term Care Providers Find the Spark in Assisted Living

MADISON – The Wisconsin Center for Assisted Living (WiCAL) yesterday kicked off a weeklong celebration for National Assisted Living Week, which will continue through Saturday, September 19, honoring this year's theme, "Caring is Essential."

"This year, COVID-19 has been an enormous, unforeseen challenge that has resulted in every person working in long-term care to step up and go above and beyond expectations," said WiCAL Council Chair and owner of Birch Haven Senior Living Dale Kelm. "National Assisted Living Week highlights the incredible care provided by essential caregivers in assisted living facilities. It is a way to celebrate the dedication of staff, the individuality of residents, and the deep connections formed in these settings."

Established by the National Center for Assisted Living in 1995, National Assisted Living Week provides a unique opportunity for residents, their loved ones, staff, volunteers, and the surrounding communities to recognize the role of assisted living in caring for Wisconsin's seniors and individuals with disabilities.

"This year's celebration and recognition of Wisconsin's assisted living providers is more important than ever, as providers, staff, and residents face significant challenges as a result of COVID-19, including substantial increases in the cost of personal protective equipment and testing," said Kelm. "Our seniors and individuals with disabilities are particularly at risk of serious health concerns from COVID-19, and it is critically important that state leaders ensure that providers are able to continue offering high quality care and have the resources necessary to prevent and minimize the spread of this disease."

National Assisted Living Week is an annual celebration sponsored by the National Center for Assisted Living. For more information on National Assisted Living Week, please visit www.nalw.org.

###

The Wisconsin Health Care Association (WHCA) is a non-profit organization dedicated to representing, protecting and advancing the interests of Wisconsin's long-term and post-acute care provider community and the residents they serve. The Wisconsin Center for Assisted Living (WiCAL) is a division of WHCA that advocates for assisted living facilities by helping our members provide the highest quality services to the Badger State's frail and elderly citizens. Together, WHCA/WiCAL is the most representative long-term care association in Wisconsin.