



**FOR IMMEDIATE RELEASE**

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***Alzheimer's and Dementia Alliance of Wisconsin thanks Governor for signing Silver Alert***

MADISON, WI, April 11th, 2014—The Alzheimer's and Dementia Alliance of Wisconsin (ADAW) thanked Governor Walker for signing legislation creating a Silver Alert program today in Green Bay at St. Mary's Hospital Medical Center.

"We are incredibly thankful that the Governor took the time to come to Green Bay and sign this important legislation and we thank St. Mary's Hospital Medical Center for graciously hosting this event," said Rob Gundermann, Public Policy Director for the Alzheimer's and Dementia Alliance of Wisconsin. "I have no doubt that the Governor's actions today will save lives," Gundermann added.

This legislation began when Claire Baeb, a Green Bay resident who has Alzheimer's disease, and her husband, Leo, became lost for 36 hours before being found by law enforcement. The ADAW worked with Claire and her daughters this past legislative session to create a Silver Alert program. Claire, and her two daughters, made numerous trips to Madison to speak about her experience, testifying before legislative committees and meeting privately with legislators and staff. Today, by signing Assembly Bill 710 and creating Silver Alert, Governor Walker honored all of Claire's hard work and that of the Baeb family.

"I am so pleased the Governor has signed this legislation. I don't want what happened to me to happen to anyone else. I'm sure Silver Alert will save lives," said Claire Baeb. Claire was a nurse at St. Mary's Hospital Medical Center for 43 years before her retirement.

"In addition to signing Silver Alert the Governor has protected the Alzheimer's Family Caregiver Support Program (AFCSP) from budget cuts, supported the renewal application for the federally funded Wisconsin Alzheimer's Disease Research Center at UW-Madison and spearheaded the redesign of Wisconsin's long term care system for people with dementia," Gundermann added.

If you would like to be an Alzheimer's Advocate, please visit our website: [alzwissc.org](http://alzwissc.org), or contact Rob at: [Gundermann@alzwissc.org](mailto:Gundermann@alzwissc.org) and we will sign you up for our Action Alerts.

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The mission of the Alzheimer's & Dementia Alliance of Wisconsin is to support individuals, families, and professionals impacted by Alzheimer's disease and other dementias through information, education, consultation, and advocacy; and to promote the advancement of scientific research to better diagnose, treat and ultimately eliminate Alzheimer's disease. Since 1985, our expert staff has been offering compassionate guidance to those affected through every stage of the disease. Our services help people create the best quality of life for those facing a dementia diagnosis. Visit [www.alzwissc.org](http://www.alzwissc.org) for more information.

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