



## **MEDIA ALERT**

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### **Alzheimer's & Dementia Alliance recognizes first dementia friendly businesses in Middleton**

MADISON, WI, July 30, 2014— In partnership with the Alzheimer's & Dementia Alliance of Wisconsin (ADAW), Middleton businesses are leading the way to a dementia friendly Dane County.

At 9:00 a.m. on Thursday, August 7, 2014, ADAW will recognize Walgreens, the State Bank of Cross Plains, Ace Hardware of Middleton Springs, Fitzgerald's Restaurant, and Willy Street Co-op as Middleton's first dementia friendly businesses with a ceremonial ribbon cutting in front of Walgreens at Branch Street and University Ave.

Each business has met the criteria with 50% or more of their employees completing the dementia friendly training and are now looking into environmental changes that would aid customers with dementia or memory challenges. Both Ace Hardware and the State Bank of Cross Plains have close to 100% trained staff and Walgreens is interested in adding directional arrows to the flooring and displaying a store map.

"I can't imagine any reason why a business would not want to become dementia-friendly. The staff training time was minimal and the trainers were very accommodating when it came to working around our schedules", said Jeff Supple, Trust Officer, State Bank of Cross Plains. "We received positive feedback from our employees not only on how this would help them with their day-to-day work responsibilities but also on the benefit of being more informed as it pertains to dealing with family members struggling with dementia."

One in eight people over age 65 have some form of dementia and the majority are living in the community. By training businesses on how to best serve customers with dementia and raising awareness, ADAW and the Middleton community aim to increase the independence and quality of life for its residents, keeping the person with dementia and their family active and involved.

Middleton resident Ginny Nelson, whose husband has dementia, is thankful for the effort. "When we are out and he asks the same question three times, I love it when the staff just answer the question as if it was the first time."

If your business or community is interested in becoming dementia friendly, contact ADAW at 608.232.3400.

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A logo for Health Charities featuring a sunburst icon and the text 'Proud Member of Health Charities' with 'WORKING FOR A HEALTHY WISCONSIN' below it.  
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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.alzwisc.org](http://www.alzwisc.org) for more information.