



FOR IMMEDIATE RELEASE
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**New Name, Same Local Mission:
SOUTH CENTRAL WISCONSIN CHAPTER LEAVES NATIONAL ALZHEIMER'S
ASSOCIATION TO CONCENTRATE ON LOCAL RESEARCH, SERVICES**

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*Newly named Alzheimer's & Dementia Alliance of Wisconsin
to retain staff, offices and local commitment*

MADISON, Wis. – The South Central Wisconsin Chapter of the Alzheimer's Association today announced it has separated from the National Alzheimer's Association and become the Alzheimer's & Dementia Alliance of Wisconsin (ADAW). Executive Director Paul Rusk said that while the organization's name has changed, its services, staff, Board, local support and commitment to serving those affected by Alzheimer's and dementia in Wisconsin retains its local focus.

The Alliance has a new, toll-free Helpline at (888) 308-6251 (effective Dec. 29) and a new Web site at www.alzwisc.org.

Rusk said the organization's Board of Directors voted unanimously to separate from the national association, which has become increasingly focused on raising money to support national awareness and research activities. The South Central Wisconsin chapter was required to turn over 40 percent of funds it raised to the association for national efforts every year, which Rusk said detracted from the chapter's local focus.

“Over the past two decades, we've become the ‘go to’ organization for Alzheimer's and dementia-related services and programs in South Central Wisconsin. Thousands of local families count on us for help, and we are committed to filling that need,” Rusk said. “We've long believed the dollars we raise from the community are best spent right here in Wisconsin. While national activities are certainly important, the reality is that operating independently from the national association is a far better way to continue our mission.”

For example, Rusk said, the Alliance's ties to UW-Madison's new Wisconsin Alzheimer's Disease Research Center (W-ADRC) offer new opportunities that can more effectively be realized as an independent organization.

“We are, quite literally, within steps of one of the premier Alzheimer's research facilities in the country,” he said. “Our proximity to and positive, two-way relationship with W-ADRC offers a unique opportunity for the Alliance to directly support cutting-edge research toward a cure.”

The Alliance informed the national association of its intention to separate, and the national group has indicated it will continue to have some sort of presence in the Madison area, Rusk said.

“Our intention is for this separation to be amicable, because we all have the same goal of helping people impacted by Alzheimer’s and other dementias and eventually finding a cure,” he said. “We want the people who’ve come to count on our organization for local support and programs to know we’re still here, we’re stronger than ever, and we are still firmly and deeply committed to our local mission.”

The Alzheimer's & Dementia Alliance of Wisconsin continues to provide support and education to both families and professionals impacted by any dementia-related disease just as it has for more than two decades. The organization provides personal care consultations for those wanting to discuss specific issues. It also offers specific programs to those in the early stage of the disease, training for professionals so that they may better care for people with dementia, and numerous community education programs, support groups, a lending library and other materials, and a free quarterly print newsletter and email newsletter. The ADAW also advocates on the state level about matters that affect Alzheimer’s research and other related legislation.

The ADAW is located at 517 N. Segoe Rd., Suite 301 in Madison, and retains its regional offices in Lancaster and Portage that serve those rural communities.

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