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## **FOR IMMEDIATE RELEASE**

### **THE LUTHERAN HOME FOUNDATION LAUNCHES \$10 MILLION CAPITAL CAMPAIGN Former Wisconsin Governor Donates Lead Gift for Memory Care Facility**

WAUWATOSA, WI August 5, 2019 – The Lutheran Home Foundation announces the public phase of a capital campaign to raise \$10 million for a new memory care assisted living community at its Wauwatosa campus to open in November 2019. To date, \$8.4 million has been raised including a lead gift from former Governor of Wisconsin, Martin (Marty) Schreiber. He is also honorary chair of the Lutheran Home Foundation’s *Love Remembers* building campaign.

The state-of-the-art 45,000 square foot facility will feature a one-story neighborhood with 24 living units, a two-story building with 48 units, and a one-story connector building featuring the lobby and community center. The community will incorporate innovative technology, therapeutic design and suitable spaces for treatment, meeting, socializing and learning.

Schreiber, whose wife Elaine has Alzheimer’s disease and resides at the Lutheran Home, is author of the book “My Two Elaines - Learning, Coping and Surviving as an Alzheimer's Caregiver," which shares his family’s story of struggle, patience, courage and love. The facility will be named *Elaine’s Hope* in her honor.

The Forest County Potawatomi Community has also pledged to the campaign and in recognition, visitors will enter the memory care community through the “Potawatomi Welcome Center” which will house a children’s play area, reception area, staff offices, and community room.

This project will increase Lutheran Home’s capacity by 80 percent and will be transformational for patients and their families. A recent market assessment found significant potential demand for memory care in the Wauwatosa area and projects a 30 percent increase in need by 2021.

“We believe that this new facility will be a catalyst to drive change in memory care and improve the lives of our residents and their families,” said Heidi Mayer, executive director for the Lutheran Home Foundation.

For more about the campaign, please visit <https://www.thelutheranhome.org/love-remembers/>

**About the Lutheran Home & Harwood Place**

Lutheran Home & Harwood Place, a nonprofit located in Wauwatosa, Wisc., provides a full continuum of care and services. Lutheran Home provides rehabilitation services, skilled nursing, memory care assisted living, adult day services and child care. Harwood Place provides assisted living and independent living. The Lutheran Home Foundation works to grow awareness and financial support for the needs of older adults in our care.

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