

For immediate release

Lutheran Social Services to Present Inaugural Caregiver Hero Award to The Lutheran Home in Honor of Former WI Governor Martin J. Schreiber

MILWAUKEE (October 27, 2022) – On November 3, 2022, [Lutheran Social Services of Wisconsin & Upper Michigan](#) (LSS) will inaugurate its first LSS Caregiver Hero Award during a special 140th anniversary event in downtown Milwaukee. Martin J. Schreiber (Marty), former Wisconsin Governor, previously received a Lifetime Caregiver Hero Award from LSS in 2019, and the annual award will be presented in his honor to all future winners.

[The Lutheran Home](#) will receive the 2022 LSS Caregiver Hero Award, in honor of Marty Schreiber, for its dedication to serving older adults and enriching the lives of others through compassion, commitment, collaboration, and loving care. Among its many offerings, The Lutheran Home provides adult day services, skilled nursing, rehabilitation, intergenerational programs. In 2021, the organization opened Elaine's Hope, a specialized memory care assisted living named after Elaine Schreiber, Marty's wife of 60+ years, who died from Alzheimer's disease earlier this year.

"The people that work at The Lutheran home are Servant-Leaders. Their compassion extends beyond the residents to the family members and friends that are closest to them," said LSS President and CEO Héctor Colón. "They embody *caring for the caregiver* – a critical part of residential support that Marty Schreiber himself experienced and expresses in his book, *My Two Elaines: Learning, Coping and Surviving as an Alzheimer's Caregiver*. We are thrilled to share this wonderful award during National Family Caregivers Month."

Along with The Lutheran Home and Elaine's Hope, Marty has been a passionate Alzheimer's advocate throughout his career for raising awareness, supporting research, and sharing ways to help caregivers cope and thrive.

The special 140th anniversary celebration with award presentation begins at 5:30 p.m. on November 3 at No Studios Rooftop and Skyline Bar (1037 W. McKinley Ave, Milwaukee). If you are interested in learning more, covering the event, or conducting interviews, please contact media@lsswis.org to discuss the available options.

ABOUT LUTHERAN SOCIAL SERVICES

LSS empowers people to live their best lives by offering a path to recovery from addiction or mental illness, a home that is safe and affordable, a family to thrive in, and independence and a life that is truly their own. LSS has 140 years of proven results as a social service provider and more than 90% of the people they serve say LSS improves the quality of their lives. For more information, visit lsswis.org and lsswis.org/our-story/140th-anniversary.

LSS is also looking to hire the next generation of Servant-Leaders. For anyone interested in helping to improve the lives of those around them, we would like to talk to you! To learn more and apply: lsswis.org/careers



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