



Wisconsin Health Care Association

Wisconsin Center for Assisted Living

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For More Information, Contact:
Allison Cramer, (920) 904-5949

Long-Term Care Providers Celebrate Careers in Aging Week
Long-Term Care Staff Go Above and Beyond During Unprecedented Time

MADISON – The Wisconsin Health Care Association and Wisconsin Center for Assisted Living’s (WHCA/WiCAL) national organization, the American Health Care Association and National Center for Assisted Living (AHCA/NCAL), has partnered with the [Gerontological Society of America](#) and other national long-term care trade associations to celebrate Careers in Aging Week, which kicked off Sunday, April 18.

“Long-term care providers throughout the state of Wisconsin are healthcare heroes,” said WHCA/WiCAL President & CEO Rick Abrams. “There are so many amazing stories of dedication, sacrifice, and compassion by long-term care professionals who are going above and beyond to ensure the safety, health, and happiness of our residents during this unprecedented time.”

In Wisconsin, the population aged eighty-five and older is projected to increase by more than 110% from 2020 to 2040, making the occupational outlook for careers in long-term care both stable and growing.

“Caregivers and staff in Wisconsin’s long-term care facilities build unbreakable bonds with their residents and cultivate a sense of family and community,” said Abrams. “Careers in Aging Week is a great opportunity for Wisconsinites to explore employment opportunities in long-term care.”

If you are interested in learning more about career opportunities, please visit wisconsin.carefortheaging.org. To view job opportunities, please visit whcawical.org/jobs.

Careers in Aging Week, an annual celebration, is also a time dedicated to bringing greater awareness and visibility to the wide-ranging and rewarding career opportunities in long-term care for the next generation.

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The Wisconsin Health Care Association (WHCA) is a non-profit organization dedicated to representing, protecting and advancing the interests of Wisconsin’s long-term and post-acute care provider community and the residents they serve. The Wisconsin Center for Assisted Living (WiCAL) is a division of WHCA that advocates for assisted living facilities by helping our members provide the highest quality services to the Badger State’s frail and elderly citizens. Together, WHCA/WiCAL represents long-term care providers across Wisconsin.