



Wisconsin Health Care Association

Wisconsin Center for Assisted Living

For Immediate Release:
April 20, 2020

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WHCA/WiCAL Celebrates Careers in Aging Week
Long-Term Care Staff Going 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.

"Long-term care providers throughout the state of Wisconsin are healthcare heroes," said WHCA/WiCAL President & CEO John Vander Meer. "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."

Last year, WHCA/WiCAL launched [CareForTheAging.org](#), an informational resource that aims to foster a deeper understanding of the wide range of career pathways available in the profession and inspire those who are looking for a new career opportunity to become a part of this rapidly growing and exceptionally rewarding field.

We invite you to:

- Explore our featured career-focused videos from current caregivers who have passionately shared their inspirational journey in the field to give you a glimpse into their world, and
- Peruse other resources including education and training requirements, salaries, and advancement opportunities to help you find the right fit as you prepare to embark a career in this noble field.

Please visit [CareNotCOVID.com](#) to learn more about how long-term care providers are supporting and caring for residents. Visitors to the site can also learn how to leave messages of support for residents on social media. WHCA/WiCAL will also celebrate caregivers all week through its social media outlets, including [Facebook](#) and [LinkedIn](#).

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 is the most representative long-term care association in Wisconsin.