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**NBA Legend Kareem Abdul-Jabbar Gives Assist to Long-Term Care Provider Community**  
WHCA/WiCAL Announces PPE Partnership with Magid

MADISON – The Wisconsin Health Care Association and Wisconsin Center for Assisted Living (WHCA/WiCAL) is pleased to announce the support of NBA legend and former Milwaukee Bucks player Kareem Abdul-Jabbar and his management company, [Iconomy, LLC](#), in creating a partnership between [WHCA/WiCAL](#) and [Magid Glove & Safety Manufacturing Company LLC](#), one of the largest online suppliers of industrial safety equipment.

Kareem Abdul-Jabbar's father spent his last living days in a nursing home, so when he saw a story on CNN about how desperate long-term care providers were to obtain protective gear to properly care for the elderly, it broke his heart. Kareem's manager, Deborah Morales, CEO of Iconomy, which guides cultural icons from "Success to Significance," immediately reached out to John Vander Meer, President and CEO of WHCA/WiCAL to find out specifically what was needed and to offer assistance. Abdul-Jabbar had previously purchased thousands of pairs of safety goggles from Magid, an Illinois based company, which he donated to Scripps and UCLA hospitals in April of this year. It made perfect sense to connect the two companies since they were located so close to one another.

"Getting PPE to our heroes working on the front lines of the COVID-19 pandemic is a top priority," said John Vander Meer, President & CEO of WHCA/WiCAL. "On behalf of Wisconsin's long-term care providers, I would like to thank Kareem for his support of Wisconsin's long-term heroes on the frontlines, and to the Magid team for helping provide critically needed PPE to caregivers who are serving Wisconsin's frail older adults and citizens with an intellectual or development disabilities."

Since 1946, fourth-generation and family-owned, Magid leads the safety industry with revolutionary innovations in PPE, a team of safety experts, skilled in-house manufacturing, and a worldwide network of suppliers. They source or develop everything you need to keep your workers safe at competitive prices. Providing true expertise and personalized service, they answer your questions, conduct onsite assessments, and tackle your toughest safety challenges. At Magid, safety isn't just a job, it's their legacy.

"As a manufacturer and distributor of PPE for the industrial sector, it has always been our mission to help keep people safe. In response to the COVID-19 crisis, that purpose has come to include healthcare workers and their vulnerable patients," said Greg Cohen, CEO of Magid. "Philanthropists like Mr. Abdul-Jabbar give us all hope in difficult times and we're excited to be a part of his efforts, both now and in the future."

Kareem also provided a [video message](#) to long-term care providers to thank caregivers for their work during the COVID-19 pandemic.

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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.*

