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## **ALZHEIMER'S ASSOCIATION OF WISCONSIN NAMES CATHERINE ESTRAMPES 2025 HOPE IS BLOSSOMING GALA CHAIR**

*Presented by GE HealthCare, Advancing Alzheimer's Research and Support*

**MILWAUKEE, WI, FEBRUARY 13, 2025** – The Alzheimer's Association Wisconsin Chapter has named Catherine Estrampes, President and CEO, U.S. and Canada at GE HealthCare, honorary chair of its 2025 Hope Is Blossoming fundraising gala. The event will take place on Thursday, March 13, at Discovery World on Milwaukee's lakefront, bringing together community leaders, advocates, and supporters to raise critical funds in the fight against Alzheimer's disease and other dementias.

This year's gala will spotlight the disproportionate impact of Alzheimer's on women, highlighting that nearly two-thirds of Americans living with Alzheimer's are women, and more than 11 million women are either living with the disease or caring for someone who has it. This involvement highlights the crucial role women play in advancing research, support, and awareness. Moreover, women represent nearly two-thirds of Americans living with Alzheimer's, underscoring the importance of gender-specific approaches in Alzheimer's research and care.

Estrampes, a passionate advocate for Alzheimer's research and support, brings both personal experiences with the disease and professional expertise to her role as gala chair.

“Losing a loved one is always a difficult experience, but for friends and families of those living with Alzheimer’s the loss is particularly prolonged and difficult,” said Estrampes. “Following my mother’s battle with Alzheimer’s disease, it is a very personal honor to serve as this year’s honorary chair for the Hope Is Blossoming gala. When my mother was diagnosed in 2008, there were no definitive diagnostic tools available to her. It has further driven my purpose at work, where I am fully dedicated to serving healthcare providers and improving patient outcomes.”

GE HealthCare is a leading global healthcare solutions provider, innovating medical technology, pharmaceutical diagnostics, and integrated, cloud-first AI-enabled solutions. The company’s PET imaging equipment and amyloid PET agent helps clinicians assess amyloid plaque density in patients' brains, a key indicator of Alzheimer's. This combination of diagnostic tools along with GE HealthCare's comprehensive suite of products and solutions, plays a crucial role in early detection, diagnosis, and monitoring of the disease. "We are grateful for

GE HealthCare's support in our fight against Alzheimer's disease," said Dave Grams, Executive Director of the Alzheimer's Association Wisconsin Chapter. "GE HealthCare's commitment to developing innovative diagnostic tools aligns perfectly with our mission, and together, we are making significant strides in early detection and treatment of this devastating disease."

In addition to critical research, the gala aims to raise funds which will also support programs and services provided by the Alzheimer's Association. These include support groups, family and individual care consultation, education and training, safety services, and a 24/7 Helpline.

The Hope is Blossoming gala begins at 5 p.m. with cocktails, hors d'oeuvres, live music, a silent auction, live auction, and more. More than 350 people are expected to attend the event.

For more information about corporate sponsorships or to donate an auction item, please contact Crystal Luehne, Gala Manager, at 414.775.7564 or [crluehne@alz.org](mailto:crluehne@alz.org). To purchase tickets or for more information on the gala, visit [WIALZGala2025.givesmart.com](http://WIALZGala2025.givesmart.com).

### **Alzheimer's Association®**

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research. Its mission is to lead the way to end Alzheimer's and all other dementia by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Visit [alz.org](http://alz.org) or call 800.272.3900.

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