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BILL SCHROEDER OF THE MILWAUKEE BREWERS, NAMED HONORARY CHAIR OF 2025 WALK TO END ALZHEIMER'S® IN WISCONSIN

MILWAUKEE, WI, MAY 27, 2025 – The Alzheimer's Association Wisconsin Chapter is excited to announce that Bill Schroeder, former Milwaukee Brewers player and longtime television color commentator, has been named the Honorary Statewide Chair for the 2025 Walk to End Alzheimer's events in Wisconsin. The Walk to End Alzheimer's is the world's largest fundraiser for Alzheimer's care, support, and research, bringing communities together to raise crucial funds and awareness for this important cause.

This year also marks the return of the "Sportscasters Against Alzheimer's" initiative for its fifth consecutive year. This program has played a vital role in raising awareness about Alzheimer's disease, the nation's seventh leading cause of death, affecting more than 110,000 people in Wisconsin alone.

"We are thrilled to have Bill Schroeder serve as the Honorary Chair for the 2025 Walk to End Alzheimer's in Wisconsin and as a leader within Sportscasters Against Alzheimer's," said Dave Grams, Executive Director of the Alzheimer's Association Wisconsin Chapter. "Bill's passion for our mission and his deep roots in the Wisconsin community will help us reach even more families and individuals, inspiring hope and support in the fight against Alzheimer's."

As Honorary Chair, Bill Schroeder will use his voice and connections across Wisconsin to rally communities and encourage everyone to take action. Bill is committed to inspiring people to join the Walk, volunteer, or simply help spread the word about Alzheimer's. His leadership will motivate communities throughout Wisconsin to rally behind this important cause.

"I'm incredibly grateful for the opportunity to serve as the Honorary Chair for the 2025 Walk to End Alzheimer's in Wisconsin," said Bill Schroeder. "Alzheimer's has touched my own family, so this cause means a great deal to me. I'm passionate about supporting everyone affected by this disease, and I'm eager to work with the Alzheimer's Association, my fellow sportscasters, and communities all across Wisconsin to raise awareness, inspire hope, and make a real difference together."

Over the past five years, "Sportscasters Against Alzheimer's" has made a significant impact on the mission of the Alzheimer's Association throughout Wisconsin. Thanks to the dedication and outreach of sportscasters across the state, this effort has sparked important conversations, increased public understanding, and encouraged more people to join the Walk, volunteer, and support families affected by the disease. To get involved in the 2025 Walk to End Alzheimer's, visit www.alz.org/walk.

For more information about the Alzheimer's Association Wisconsin Chapter and its ongoing initiatives, please visit www.alz.org/wi.

Alzheimer's Association Walk to End Alzheimer's®

The Alzheimer's Association Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Since 1989, the Alzheimer's Association mobilized millions of Americans in the Alzheimer's Association Memory Walk®; now the Alzheimer's Association is continuing to lead the way with Walk to End Alzheimer's. Together, we can end Alzheimer's.

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 or call 800.272.3900.

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