**Broadcast Report (30–45 seconds)**

The Alzheimer’s Association Wisconsin Chapter has named Milwaukee Brewers commentator Bill Schroeder as the Honorary Chair for the 2025 Walk to End Alzheimer’s. Schroeder, who has a personal connection to the cause, will help raise awareness and encourage participation across the state. The Walk to End Alzheimer’s is the world’s largest fundraiser for Alzheimer’s care, support, and research. This year also marks the fifth anniversary of the successful “Sportscasters Against Alzheimer’s” campaign, which brings together sportscasters to support families affected by the disease. To get involved or learn more, visit alz.org/walk.

**Print Article**

**Bill Schroeder Named Honorary Chair for 2025 Walk to End Alzheimer’s in Wisconsin**

Milwaukee Brewers commentator Bill Schroeder has been selected as the Honorary Statewide Chair for the 2025 Walk to End Alzheimer’s events in Wisconsin, the Alzheimer’s Association announced Tuesday.

Schroeder, a familiar voice in Wisconsin sports, is lending his support to the world’s largest fundraiser for Alzheimer’s care, support, and research. The Walk aims to raise both funds and awareness for the more than 110,000 Wisconsinites living with Alzheimer’s disease.

“This cause is deeply personal to me, and I look forward to working with the Alzheimer’s Association and my colleagues in the sports community to make a meaningful difference in the lives of those affected by Alzheimer’s and dementia,” Schroeder said.

The announcement also highlights the fifth year of the “Sportscasters Against Alzheimer’s” initiative, which unites sportscasters statewide to rally support and spark important conversations about Alzheimer’s.

To get involved in the 2025 Walk to End Alzheimer’s or to learn more, visit www.alz.org/walk.