

Why I Walk

Jennifer Standish Lueck Family Team Walk to End Alzheimer's Milwaukee County

One Families Journey

When her beloved Grandma Barb was diagnosed with Alzheimer's disease in 2011, a spark ignited in Jennifer Standish that has led to a multigenerational family commitment to the Walk To End Alzheimer's - Milwaukee County. She and her cousin, Amber, founded the 7-member Lueck Family Team that year and joined the throng of walkers at Mount Mary College who shared their passion to find a cure. Since then, the team has grown to about 25 members who have helped raise thousands of dollars and spread awareness of Alzheimer's Association services throughout the community.



Celebrating 8 Years on Milwaukee County Planning Committee

Jennifer joined the Walk To End Alzheimer's Planning Committee in 2016 and recruited her mother to lend a hand, as well. A few years ago, Jennifer began a trend among Committee members to raise funds in partnership with local businesses. She arranges multiple "dine and donate" events each year, with a percentage of restaurant sales being donated to the Lueck Family Team.

Engaging Youth

Last year, Jennifer's then 4-year-old daughter, Addison, stood shyly on a stage at Henry Maier Festival Park and held a symbolic white flower high for 2,000-plus cheering Walk participants. Addison and her white flower symbolized the ultimate vision of the Alzheimer's Association and the Walk to End Alzheimer's - a world without Alzheimer's and all other dementia.



Addison also became the youngest Grand Champion fundraiser for the 2023 Milwaukee County Walk - raising \$500 through sales of purple and white bracelets she helped to design. The spunky child recorded sales videos for social media and made in-person sales at a number of Alzheimer's events.

Jennifer's Mother, Mary Jastrow, said she has been inspired by her daughter's dedication to support Alzheimer's Association research and services. That pride now extends to Addison.

The Alzheimer's Association salutes Walk teams and volunteers from across Milwaukee County during our special 30th Anniversary celebration.



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