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**MILWAUKEE RESIDENT TERRY BIERER HONORED
WITH ALZHEIMER'S COURAGE AWARD**

Alzheimer's Association Selects 2022 Award Recipient

MILWAUKEE, WISCONSIN – APRIL 26, 2022 – Terry Bierer will be celebrated as the recipient of the 2022 Alzheimer's Association Courage Award at the 36th Annual Wisconsin State Conference, May 2-3, 2022. The Courage Award recognizes an individual living with memory loss who is a role model for others through exemplifying support, education, advocacy and facing challenges.

Terry was originally diagnosed with Mild Cognitive Impairment, which has progressed to Alzheimer's disease. Jo, his wife of 45 years, is his caregiver and helps him continue to live his best life. The couple participates in Alzheimer's Association education programs, support groups and early stage social engagement activities. Terry seeks to break down the stigma associated with Alzheimer's and dementia. He is working with the University of Wisconsin-Madison *New Friends Research Program* provided by the Wisconsin Alzheimer's Institute, which pairs students with individuals living with memory impairment. These students are going into professions where they will need to have a working knowledge of this disease and Terry's willingness to connect with them provides a unique opportunity for experiential learning that they would not receive in a classroom setting.

"Living with a cognitive impairment is not a destination, it is a journey," said Jennifer McAlister, program manager, Alzheimer's Association. "I have seen Terry move from the struggles of saying his diagnosis out loud to making it his mission and passion to help others who might be afraid of seeking a diagnosis and helping them find the courage and support to live well."

The Courage Award is coordinated by the Alzheimer's Association as part of their annual statewide conference held each May. The state conference highlights innovative approaches to Alzheimer's care, examines critical research initiatives and facilitates the sharing of ideas among dedicated professionals and family members. The 2022 Wisconsin State Conference will be held May 2-3 virtually. For more details visit: alzconference.eventbrite.com.

[more](#)

About the Alzheimer's Association

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer care, support and research. Our Mission: the Alzheimer's Association leads 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. Our vision is a world without Alzheimer's and all other dementia. For more information, visit www.alz.org

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