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**WALA Praises Wisconsin Attorney General Brad Schimel  
for Leadership and Creation of the Task Force on Elder Abuse**

**Wisconsin Assisted Living Association Executive Director Jim Murphy Appointed to Task Force**

**Madison, WI (August 28, 2017)**... Wisconsin Attorney General Brad Schimel announced today the creation of the "Task Force on Elder Abuse." The Attorney General also named representatives to the task force, including Jim Murphy, Executive Director of the Wisconsin Assisted Living Association (WALA).

"Sadly, Wisconsin's elderly population has been the target of elements of criminal activity and scams," said Wisconsin Assisted Living Association Executive Director - Jim Murphy. "WALA and its members have zero tolerance for any elder abuse and exploitation. WALA is honored to have the opportunity to work with the Attorney General and other stakeholders to provide the assisted living profession's experience and strategies to help address this important issue."

**About the Wisconsin Assisted Living Association (WALA)**

[ewala.org](http://ewala.org)

WALA – Wisconsin Assisted Living Association is the premier statewide association for Wisconsin's assisted living industry. WALA represents the majority of Wisconsin's assisted living providers and their residents, with over 1,500 members. WALA promotes standards of quality care and provides valuable member services to organizations providing assisted living services. WALA leads the profession with educational programs, professional products and tools, and other member quality resources.

Wisconsin Assisted Living Association's mission is to support providers in enhancing the best quality of life for residents in assisted living in Wisconsin through advocacy, education, communication, and quality initiatives.

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