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For Immediate Release

Capital campaign lands big donation

\$100,000 donation set for children's treatment center at Rogers

Oconomowoc – Craig and Mary Schiefelbein donated \$100,000 to the Rogers Memorial Hospital Foundation, which the organization will put toward the development of a new, stand-alone residential center for children and adolescents on the hospital's Village of Summit campus.

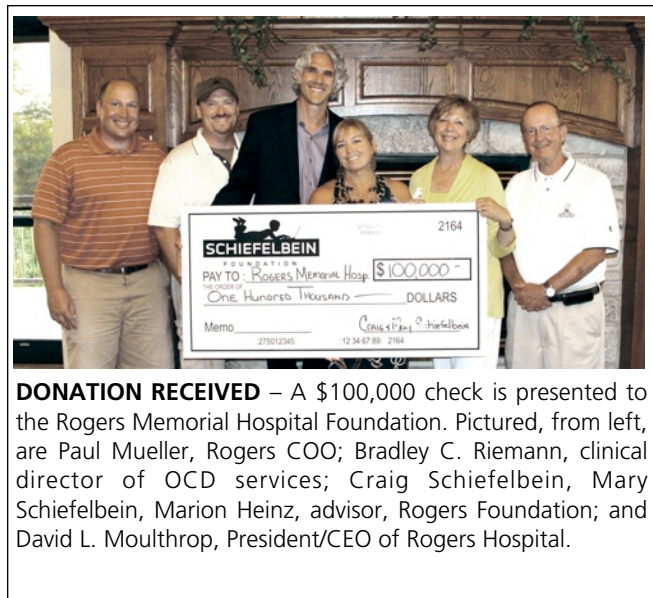
"Through this donation, we are bringing awareness to the fact that mental illness is real and it is treatable," said Craig Schiefelbein. "People have to know that they can receive the care they need."

We are honored that the Schiefelbein's have entrusted us with this generous gift," said David L. Moulthrop, President and CEO of Rogers Memorial Hospital, "This support is an outward demonstration of how vital Rogers has been to our community and to our patients in the past, and will continue to be in the future," he said.

"Our newest center truly puts patients and families first. We are creating the kind of facility that is in line with the high-quality, one-of-a-kind care for which Rogers Memorial Hospital is known throughout Lake Country and the nation," said Moulthrop.

The foundation is in the process of raising \$4 million to put toward the project as part of an ongoing capital campaign. For more information, please contact the Rogers Foundation at 262-646-1646 or go online to www.rogersmemorialfoundation.org.

Established in 1907, Rogers Memorial Hospital has the expertise and experience found only in a stand-alone, not-for-profit behavioral health hospital. Its specialized programs are known for their effectiveness in treating children, teens and adults with anxiety disorders, mood disorders, eating disorders and substance-use disorders. The hospital uses proven, evidence-based treatments coupled with strong patient and family education. Rogers offers treatment programs at five Wisconsin locations: Oconomowoc, Milwaukee, Madison, Kenosha and Brown Deer. Rogers creates an environment where patients and their families know what tomorrow will bring: Life. Worth. Living.



DONATION RECEIVED – A \$100,000 check is presented to the Rogers Memorial Hospital Foundation. Pictured, from left, are Paul Mueller, Rogers COO; Bradley C. Riemann, clinical director of OCD services; Craig Schiefelbein, Mary Schiefelbein, Marion Heinz, advisor, Rogers Foundation; and David L. Moulthrop, President/CEO of Rogers Hospital.

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This release can be downloaded by visiting www.rogershospital.org/media.

If you'd like more information on this topic, or to schedule an interview, please contact Gabe Wollenburg at 262- 646-1389 or gwollenburg@rogershospital.org.