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St. Rose Youth and Family Center to Join Lad Lake Family of Programs

Affiliation Agreement Broadens Lad Lake's Scope of Services

MILWAUKEE, WI, USA (July 7, 2010) – Lad Lake, Inc., and St. Rose Youth & Family Center, Inc., announced today that they have agreed to join forces in order to expand the continuum of care available to at-risk youth and families in Wisconsin.

As two of Milwaukee's oldest and most esteemed child service agencies, Lad Lake and St. Rose have similar missions to serve the most at-risk youth in Wisconsin, and both organizations have grown and evolved along with the needs of children for more than 100 years. By blending their operations, Lad Lake and St. Rose are taking the next step in their evolution to expand their services to meet the needs of today's youth.

Gary Erdmann, Lad Lake executive director said, "We are excited about the opportunity to leverage the combined strengths and services of St. Rose and Lad Lake to help even more young people in our community achieve successful independence. By combining our education, independent living, outreach, and residential services we expect to expand both the quality and scope of the services we offer in Southeastern Wisconsin."

The combined management team will be led by Lad Lake executive director Gary Erdmann and will include current St. Rose chief operating officer Debbie Zwicky, among others. This will provide continuity of services to the children in both agencies' care, as well as to purchasers and stakeholders of both organizations. The St. Rose campus in Milwaukee will continue to provide its vital services to troubled girls, and Lad Lake will continue to operate its campuses in Milwaukee and Dousman, providing services to male and female youth and their families.

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Debbie Zwicky, chief operating officer of St. Rose, noted, “Our transition team will be reviewing all operations and looking for opportunities to streamline services and share resources, however, this relationship is designed to foster future growth, so most of our efforts will be focused on finding ways to strengthen the continuum of care for youth and families, rather than on cost-cutting.”

The two organizations note that they do not anticipate any significant changes to their real estate or employee populations in the coming months. Long time St. Rose president and CEO, Jim Maro, retired from the organization in June 2010.

“Our combined 270 years of experience in helping at-risk youth and their families to succeed gives us great confidence that this natural step in our evolution will reap rewards for the community beyond what we could have achieved as separate organizations,” said Erdmann.

About Lad Lake

For more than 100 years, Lad Lake has provided highly individualized care for at-risk youth and families in Southeastern Wisconsin. Focusing on the core areas of Education, Independent Living, Mentoring and Residential Services, all programs share the goal of life skills development and successful independence in our communities. Serving more than 1,500 youth and families a year, Lad Lake continues its commitment to changing lives and guiding growth. Visit www.ladlake.org for more information.

About St. Rose

St. Rose Youth & Family Center, founded in 1848, provides residential care and therapeutic day education programs with a unique on-site school for troubled girls from ages 12 to 18. Specializing in helping girls with emotional and behavioral problems, St. Rose also provides community-based programs, all focusing on turning heartache to hope. Visit www.strosecenter.org for more information.