



PRESS RELEASE

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FOR IMMEDIATE RELEASE

iCare Supports Shower Trailer for Homeless

Milwaukee, August 28, 2019 -- Independent Care Health Plan (iCare) has joined other organizations in helping Mr. Bob's Under the Bridge to purchase a special truck and trailer designed to allow Mr. Bob's to bring showering facilities to homeless in Wisconsin. iCare will be presenting their donation of \$6000.

Media are invited on
September 6, 2019 - 1:00 pm to 2:00 pm
Cathedral Square Park
520 E Wells St, Milwaukee, WI 53202

You are invited to interview participants and take photos or video.
Please RSVP to Kirk Heminger at kheminger@icarehealthplan.org



Q&A about the Shower Trailer

Q: What does a shower trailer do?

A: Inability to keep one's body clean can cause or worsen health conditions. Homeless people usually have little or no access to showering facilities. This shower trailer will allow up to four individuals at a time to take hot showers. It can operate year-round. The vision for those that use it is to bring a sense of dignity and hopefully will lift the spirit of that individual to want to strive for better in their life.

Q: Who has been invited to attend?

A: Invitees include:

- Bob Burmeister, founder of Mr. Bob's Under the Bridge
- Dr. Tom Lutzow, President and CEO of *iCare*
- Dr. Amar Ambardekar, President of Medical Society of Milwaukee County
- Representatives from other sponsoring organizations
- Legislators and government officials from Southeast Wisconsin
- Local media

Q: Where will the shower trailer be used?

A: For several years, Mr. Bob's Under the Bridge has been providing clothing, hygiene kits and other necessary items to the homeless on Saturdays at Kosciusko Park in Milwaukee. His dream was to raise enough money for a shower trailer for these friends. This shower trailer made its inaugural appearance in the park on Saturday August 24, 2019. Mr. Bob's is also partnering with "Friends of State Street" in Madison and we will be bringing the shower trailer to the capital for the friends there as well.

Q: Where can I learn more?

A: The shower trailer and invited guests and media will be at Cathedral Square **September 6, 2019 from 1:00 am to 2:00 pm**. Media may ask questions, conduct interviews and take photos or video. *iCare* will be presenting their donation. Burmeister, Lutzow and other participants will share insights about why they support this effort, how it went from idea to reality, and the impact it will make on the community. You can also contact Kirk Heminger at kheminger@iCareHealthPlan.org or by calling 414-918-7559.

About Independent Care Health Plan (iCare)

Independent Care Health Plan, or *iCare*, provides managed care coverage for over 30,000 people throughout Wisconsin, many of whom have low incomes or are disabled. *iCare* has been securing the wellness of people with complex conditions for over two decades. For more information about *iCare*, visit www.iCareHealthPlan.org, visit *iCare* on [Facebook](#), [Twitter](#), [LinkedIn](#) or [YouTube](#) or call 800-777-4376 (TTY 711).

Photos From the Media Event



Bob Burmeister at the podium as news cameras film



The Shower Trailer and Truck



Eric Collins-Dyke, Milwaukee County Outreach Services Manager, was among those in attendance.



Dr. Tom Lutzow, President and CEO of iCare addresses the crowd.



Bill Jensen, iCare VP, introduces Dr. Amar Ambardekar, President of Medical Society of Milwaukee County.



Lutzow and Jensen present check to Burmeister.



Group shot of some of the participants and guests at the media event.

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