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# Press Release

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**FOR IMMEDIATE RELEASE**  
May 15, 2010

**Aurora Community Services launches innovative Community Mental Health Professional Service**

*Menomonie, Wisconsin - May 15, 2010* - "Aurora is excited to announce an innovative new partnership with Western Wisconsin Cares of La Crosse County", says Aurora's Executive Director Holly Hakes, "we have been awarded WWC's Community Mental Health Professional Service contract and look forward to providing support to WWC's clients who are living independently in the LaCrosse area. In these days of cost-cutting and economizing, Aurora presented a cost-effective solution to the challenge of providing the help that those with mental health diagnoses need in order to stay independent. We will supplement traditional in-home wellness checks with 24/7 support from our new Call Center which will both receive calls from and initiate calls to clients in order to verify their safety, remind them to take medications, and proactively intervene in situations which might otherwise escalate into a crisis." Aurora's new WWC service is scheduled to begin May 1st of this year and Hakes indicated her

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belief that service innovations of this kind will be the key to providing needed supports with less public funding. "This is not only a better service than that provided by the traditional face to face model, it's also fiscally more efficient so that's a win-win for everyone."

About Aurora Community Services

Headquartered in Menomonie, Wisconsin, Aurora Community Services was founded in 1986 to provide high quality, individualized, community based mental health and support services to persons with disabilities. Since our founding Aurora has diversified its mental health services to include general community mental health services, EAP, nursing care, residential alternatives, in-home services for seniors, and support for those with traumatic brain injuries.

For more information feel free to contact us at [www.AuroraServices.com](http://www.AuroraServices.com) or 1-888-301-5897.

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