

FOR IMMEDIATE RELEASE

Campaign for Better Hearing
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THE NATIONAL CAMPAIGN FOR



**BETTER
HEARING**

“Test Your Ears at 60 Years:” National Hearing Health Campaign Announces \$100K ‘Give Back’ Program

Close to 500 Hearing Health Centers Aim to Provide 20,000 Free
Hearing Assessments*

SOMERSET, N.J. – March 28, 2019 –The Campaign for Better Hearing announced today that it plans to distribute up to \$100,000 worth of free hearing aids in 2019.

Close to 500 hearing health centers in the United States are participating in the Campaign for Better Hearing. Dr. Leslie Soiles, Au.D, who serves as chief audiologist for The Campaign for Better Hearing in the United States, said each of the participating hearing health practices will be contributing \$5.00 for every completed hearing assessment. The Give Back program is designed to raise awareness about consequences of untreated hearing loss and distribute free hearing aids to those in need.

Dr. Soiles, who herself lives with hearing loss and wears hearing aids, says “Time is worth more than money, yet most Americans with hearing loss wait up to 7 years before they address their hearing loss”. Soiles added, “The more people get their hearing checked today, the more we are able to raise and distribute free hearing aids to those who can’t afford them. So, get your hearing checked today and help us Give Back.”

Hearing Loss Knows No Boundaries:

Campaign for Better Hearing is a **global campaign**, which recently launched in the United States. It is intended to educate and put hearing health on people’s health care agenda. Its tagline, “**Test Your Ears at 60 Years**” encourages people age 60 and older to get a hearing assessment and begin hearing health monitoring every year thereafter.

It’s easy:

- Schedule a FREE hearing assessment, call 866-837-8286 (866-TEST-AT-60) or request an appointment at CampaignForBetterHearing.US.
- Participating hearing health practices contribute \$5.00 for every hearing assessment they complete on your behalf. In other words, you don’t have to make any contribution other

than you making the time for a FREE hearing assessment.

- Funds raised will be used to increase awareness about the consequences of untreated hearing loss and distribute FREE hearing aids to those who can't afford it.

Each complimentary hearing assessment at one of our participating practices should take 30-45 minutes. The assessment is painless and non-invasive, and may include an otoscopy exam, baselining your current hearing with an audiogram, your ability to understand speech in noisy environments and more.

To schedule a hearing assessment, call **866-837-8286 (866-TEST-AT-60)** or request an appointment at campaignforbetterhearing.us.

About The Campaign for Better Hearing (U.S.)

Supported by hearing healthcare providers across the country, The Campaign for Better Hearing is a hearing healthcare initiative intended to educate and put hearing health on people's annual healthcare agenda. The program encourages Americans age 60 and older to contact the Campaign and schedule a FREE hearing assessment to support its Give Back program. For more information on the program, or to invite the campaign to an event near you, please contact us at info@CampaignForBetterHearing.us.

* The purpose of this hearing assessment is for hearing wellness to determine if the patient(s) may benefit from using hearing aids. Test conclusion may not be a medical diagnosis. The use of any hearing aid may not fully restore normal hearing and does not prevent future hearing loss. Hearing instruments may not meet the needs of all hearing-impaired individuals. One (1) offer per customer. Offer not available to any consumer using an insurance benefit, a Managed Care, or Federal reimbursement (including third party).



Test your ears at 60 years!

Visit campaignforbetterhearing.us for more information

Have you heard?



Untreated hearing loss impacts people on many levels: physically, socially, psychologically and financially.



Lifetime costs of untreated hearing loss can be as much as **\$1 million** per person in the U.S.¹



Hearing loss is the **2nd** most prevalent health issue globally.¹



People with hearing loss wait an average of **7 years** before seeking help.⁴



30 million U.S. workers are exposed to hazardous noise levels.¹



Engaging in just **20 to 30** minutes of exercise **five times a week** can help you maintain a healthy auditory system.²



About **1 in 4** U.S. adults who report “good” hearing already have hearing loss, but don’t realize it.³

Don't Be a Statistic: Schedule Your Hearing Assessment* Today

Hearing loss often occurs gradually and can be difficult to recognize. Request your appointment for a hearing assessment with a licensed professional today. We have resources across the United States. Call **866-TEST-AT-60** (866-837-8286) to get started.

For more information, visit campaignforbetterhearing.us



The Campaign for Better Hearing has over 450 participating practices across the U.S.

Sources: ¹Hearing Health Foundation, ²The Hearing Review, ³Centers for Disease Control and Prevention, ⁴Hearing Loss Association of America

*See office for hearing assessment details.