

Press Release

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THFC's Sound Sense Recipient of the Hear the World Foundation's Bamford Award for 2014

Toronto, ONTARIO- On August, 18, 2014 The Hearing Foundation of Canada's Sound Sense program was the recipient of the prestigious Hear the World Foundation Bamford Award for 2014, from amongst 95 applicants.

"I have chosen Sound Sense, the Hearing Foundation of Canada's noise-induced hearing loss prevention and education programme, for the Hear the World Foundation's Bamford Award 2014 because it is an exemplary programme in so many ways. It is well-designed and well-organised, as well as being innovative, engaging and relevant for its target audience of school age students in Grades 4-6," said Professor Emeritus John M. Bamford, University of Manchester and Member of the Hear the World Advisory Board.

'[The Sound Sense Program] is integrated with the students' curriculum, delivered to significant numbers of students by skilled facilitators from varied professional and personal backgrounds, and has had a demonstrable effect on attitudes and behaviour as evidenced in published papers. It is a programme that is committed to sustainability through collaborations with other agencies and deliverers. The Hear the World Foundation has been proud to support the programme and recognises the quality and importance of the fine work being done to reduce noise-induced hearing loss in current and future generations."

"We are extremely honoured to be this year's recipient of the Hear the World Foundation's Bamford Award. It is with the help of our staff, coordinators, facilitators, sponsors and donors, that we are able to promote hearing health by educating children on the threat of noise-induced hearing loss," said THFC's Executive Director, Andrea Swinton.

The non profit Hear the World Foundation was founded in 2006 by Sonova Group, leading manufacturer in hearing care solutions. The Foundation's aim is to create a world in which each person has the chance of good hearing. Sonova sees its social responsibility as the provision of support to needy people with hearing loss and its involvement in prevention of hearing loss and provision of information.

THFC believes the long-term impact of neglected hearing health could have a devastating effect on individuals and their families due to the physical, emotional and mental health costs that result from hearing loss and are expected to strain the health care system and communities at large. Hence, for over 30 years, with the support of our donors, THFC, has made great strides by providing much needed support for medical research in the auditory sciences, educating the Canadian public about hearing loss, providing education and prevention programs and advocating for the hearing health of Canadians.

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