

Press Release

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Hear The World Foundation Continues to Support The Hearing Foundation of Canada's Sound Sense Program

Toronto, ONTARIO – On July 2, 2014 Sound Sense Patron, Hear the World Foundation, donated a generous \$47,236, over a two year period, to The Hearing Foundation of Canada (THFC)'s Sound Sense Program.

Since 2009, HTW has donated \$101,326 towards the Sound Sense Program, which increases children's awareness of dangerous noise levels, as well as educating on their potential for adopting safe listening practices that can prevent permanent hearing loss. Sound Sense engages children by appealing to their love of music.

"We are proud to partner with The Hearing Foundation of Canada, as we find their Sound Sense Program exemplary in so many ways. We highly value their work to reduce noise-induced hearing loss in current and future generations and we believe that through our joint forces we can achieve a lot in this field," said Elena Torresani, Head of Hear the World at Sonova.

"It is thanks to the generosity of organizations such as the Hear The World Foundation and our shared vision of contributing towards better management and prevention of hearing loss, that we can continue to educate children in Grades Four to Six about the dangers of over exposure to noise," 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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