

Press Release

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The Community Foundation of Ottawa Helps Promote Hearing Loss Prevention in Children

Toronto, ONTARIO – On June 17th, the Community Foundation of Ottawa (CFO), generously provided a \$7500 grant, to The Hearing Foundation of Canada (THFC) in support of THFC's Sound Sense Program.

Since 2011, CFO has donated \$12,500 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.

"This project struck us as unique in the way it promotes preventative measures for hearing loss amongst children and youth," says Marco Pagani, President & CEO of the Community Foundation of Ottawa. "This well-designed and creative program will help change behaviours in younger generations now in order to prevent hearing loss in the future – an admirable goal we're delighted to support."

"It is thanks to the Community Foundation of Ottawa's generosity that we can say we will continue to educate children in Grades Four to Six about the dangers of overexposure to noise and to encourage them to save their hearing for the music," said THFC'S Executive Director, Andrea Swinton.

The Community Foundation of Ottawa is a public, non-profit organization created by and for the people of Ottawa. Since 1987, the Community Foundation of Ottawa has been enabling generous citizens to enhance the quality of life in their community and to achieve their own charitable objectives through permanent, well-managed endowments. Currently managing assets worth over \$100-million, the Foundation has provided close to \$75-million in grants to support charitable causes since its inception. For more information about the Community Foundation of Ottawa, visit www.cfo-fco.ca.

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 on hearing loss, providing education and prevention programs and advocating for the hearing health of Canadians.

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