



International Hearing Society

16880 Middlebelt Rd., Ste. 4 • Livonia, MI 48154
p 734.522.7200 • f 734.522.0200
www.ihinfo.org

FOR IMMEDIATE RELEASE

HEARING AID AWARENESS WEEK PROMOTES HEARING HELP

LIVONIA, MI — August, 2008— The International Hearing Society (IHS) has declared September 28-October 4, 2008 as Hearing Aid Awareness Week. This event has been recognized by the U.S. Department of Health and Human Service's National Health Information Center and is included in the 2008 National Health Observances Calendar. Started in 1995, Hearing Aid Awareness Week is celebrated throughout the country.

Insufficient consumer awareness of state-of-the-art hearing instrument technology and a general tendency to deny the presence of a hearing problem motivated IHS to dedicate this week to public education about the hearing help available to those in need.

"Advances in hearing instrument technology allow modern hearing aids to dramatically improve sound recognition capabilities," said IHS President James Ogurek, BC-HIS. According to Ogurek, only about a fifth of the nation's 31.5 million hearing impaired citizens with a measurable loss that could benefit from hearing aids are currently using amplification.

"It is important that people know of the great strides hearing instrument technology has made in recent years," said Ogurek. He cited advances in digital computer technology, improved identification of sound direction, more cosmetically appealing products and improved fidelity of sound in different listening environments.

"Help is available for virtually everyone with a hearing loss," states Cindy Helms, IHS executive director. "The majority of hearing impaired persons cannot be helped medically or surgically. For most, hearing aids are the answer. Studies have shown that hearing aids have a tremendous impact on quality of life enhancement for users and their families."

For the location of a hearing healthcare professional near you, call IHS's Hearing Aid Helpline at 800.521.5247 or visit the IHS website at www.ihinfo.org. A regional listing of IHS member professionals and facts about hearing loss and hearing aids will be mailed to callers requesting the information.

IHS is the professional association of hearing healthcare professionals engaged in the testing of hearing, selection, fitting, dispensing and repair of hearing aids as well as providers of comprehensive care and counseling to the hearing impaired. The Society advocates and supports the highest standards of professional competency, integrity and excellence in serving the hearing impaired.

Contact: Alice Markey, Consumer Affairs
Phone: 734.522.7200
Fax: 734.522.0200
e-Mail: acmarkey@ihinfo.org

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