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FOR IMMEDIATE RELEASE

HELP AMERICA HEAR PROGRAM PLANS DENVER HEARING AID MISSION

Support from The Denver International Wine Festival will benefit Denver area residents on November 3, 2010.

Denver, CO, October 26, 2010 - The Foundation For Sight and Sound, a 501(c) 3 not-for-profit organization and their Help America Hear Program provides hearing aids to men, women and children with a hearing disability, that lack the financial capacity to afford them.

The Help America Hear Program was created in January 2009 and has since fitted 120 men, women & children nationwide with hearing aids. With the minimum cost of a hearing aid averaging \$2,000, many individuals are unable to afford this necessary tool for improving their quality of life.

The 2010 Denver International Wine Festival will donate a portion of ticket sales and 100% of the proceeds of all silent and live auctions to the Foundation for Sight and Sound and their Help America Hear Program. This not-for-profit has pledged to use these funds to directly help individuals in Denver, Colorado.

Christopher Davies, CEO of Wine Country Network, Inc., the producers of The Denver International Wine Festival said, "We are excited to support The Help America Hear Program. Mitchel Shapiro is the organization's President & CEO who is affected by Usher syndrome, a retinal degenerative disease which is causing him to lose both his vision and hearing, is a true inspiration. It's quite fulfilling to see that local residents will receive a direct benefit from our wine festival".

DENVER HEARING AID MISSION

On Wednesday November 3, 2010 the Foundation For Sight & Sound's Help America Hear Program will be fitting 11 Denver area residents with hearing aids. This Hearing Aid Mission will take place at the Lakewood Hearing & Speech Center, 3110 S Wadsworth Blvd, Suite #107, Lakewood, CO 80227 at 10:00 am.

Randall D. Smith, co-founder and president, a hearing instruments specialist, is assisting Mitchell Shapiro and Dave Carr, co-founders of the Help America Hear Program in fitting the recipients. For more info about the Foundation for Sight and Sound visit:

www.foundationforsightandsound.org

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MEDIA COVERAGE OPPORTUNITY

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We encourage media to attend the Denver Hear Aid Mission on Wednesday November 3, 2010, 10:00am. There will be photo and interview opportunities.

Location:

Lakewood Hearing & Speech Center

3110 S Wadsworth Blvd, Suite #107

Lakewood, CO 80227

TV APPEARANCES & RADIO INTERVIEWS

Mr. Mitch Shapiro, President & CEO of The Foundation for Sight and Sound, resides in Smithtown, New York. He will be in Denver, November 1 to 5, 2010. He is a seasoned guest and motivational speaker. Please consider inviting him on your show during his visit to Denver.

ABOUT THE FOUNDATION FOR SIGHT & SOUND

The Foundation for Sight & Sound turns dreams into possibilities by helping those with vision and/or hearing loss to learn, live, and work better.

The Foundation for Sight and Sound has developed the Help America Hear Program to provide hearing aids for men, women and children with limited financial resources.

In most states, Medicare and Medicaid do not cover these costs and many insurance providers do not offer full medical coverage.

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The manufacturer suggested retail cost averages from \$2,000 to \$4,000 per hearing aid. With this program, each person receives: two hearing aids, custom ear molds, one year limited service, and a one month supply of batteries.

Help America Hear is sponsored by the generosity of hearing health care providers, corporate and private donors, and manufacturers.
www.foundationforsightandsound.org

ABOUT THE DENVER INTERNATIONAL WINE FESTIVAL

The Denver International Wine Festival and Competition are produced by Wine Country Network, Inc. Established in 2005, the annual Denver International Wine Festival is the premier wine and culinary festival in the Rocky Mountains. The festival showcases premium wines from more than 18 countries, together with a signature chef's food and wine competition, called the Taste of Elegance that has been fondly referred to as "Iron Chef™ meets wine.

Main contacts:

Christopher J. Davies & Darcy R. Davies

Taste of Elegance Chefs Food & Wine Competition event info webpage:

http://www.denverwinefest.com/taste_of_elegance.html

2010 Denver International Wine Festival Major Sponsors

- Key Private Bank
- Electrolux Major Appliances North America
- Anheuser-Busch Belgium Beers (Stella Artois, Hoegaarden and Leffe)
- Isle Casino Hotel Black Hawk
- Muir Glen
- Mountain High Appliance
- Red Bird Farms
- The Broadmoor
- The Omni Interlocken Resort
- Outdoor Kitchen
- The Big Green Egg

The 2010 Denver International Wine Festival will be held November 3 to 6, 2010.
Visit: **Denverwinefest.com**

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