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## FOR IMMEDIATE RELEASE

### HELP AMERICA HEAR PROGRAM PLANS SECOND DENVER HEARING AID MISSION

*Support from The Denver International Wine Festival will benefit Denver area residents on November 2, 2011.*

**Denver, CO, October 11, 2011** –On Wednesday November 2, 2011 the Foundation For Sight & Sound's Help America Hear Program will be fitting 15 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 9:30 am.

Randall D. Smith, 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](http://www.foundationforsightandsound.org)

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 moderate to profound hearing loss, that lack the financial resources to obtain them on their own.

The Help America Hear Program was created in January 2009 and has since fitted over 190 people nationwide with high quality Resound 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 2011 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 for the second year in a row... It's quite fulfilling to see that local residents will receive a direct benefit from our wine festival." Randall D. Smith of Lakewood Hearing & Speech Center said, "We know that when hearing becomes difficult it's often easier to stay at home and avoid family and friends. When you stay at home, you can become isolated and alone. We are reaching out to help."



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## **ABOUT THE FOUNDATION FOR SIGHT & SOUND**

The Foundation for Sight & Sound's mission is to enhance the quality of life for men women and children with vision and/or hearing challenges.

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.

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 and one year limited service.

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

[www.foundationforsightandsound.org](http://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 Paisine/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](http://www.denverwinefest.com/taste_of_elegance.html)

### **2011 Denver International Wine Festival Major Sponsors**

- Key Private Bank (presenting sponsor)
- Thermador Kitchen Appliances
- Anheuser-Busch Belgium Beers (Stella Artois, Hoegaarden and Leffe)
- Mountain High Appliance
- Red Bird Farms
- The Broadmoor
- The Omni Interlocken Resort
- Outdoor Kitchen
- The Big Green Egg
- Wisconsin Cheese
- Cooper Mountain

The 2011 Denver International Wine Festival will be held November 2 to 5, 2011.

Visit: **Denverwinefest.com**

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