



**Media Contacts:**

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## **FOR IMMEDIATE RELEASE**

### **HELP AMERICA HEAR PROGRAM PLANS PUEBLO COLORADO HEARING AID MISSION**

*Support from The 1<sup>st</sup> Annual Brewmaster Golf Classic, The Taste of Elegance Chefs Food and Beer Pairing Competition and the Arapahoe Sertoma Club will benefit Pueblo area residents on June 8, 2011.*

**Denver, CO, May 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 hearing loss, who lack the financial capacity to obtain them on their own.

The Help America Hear Program was created in January 2009 and has since fitted over 160 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.

All proceeds from The 2011 Brewmaster Golf Classic and 100% of proceeds from the Silent & Live auctions at the 2<sup>nd</sup> Annual Taste of Elegance Chefs Food and Beer Pairing Competition will be earmarked for 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 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 that 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 efforts".

### **PUEBLO HEARING AID MISSION**

On Wednesday June 8, 2011, The Foundation For Sight & Sound's Help America Hear Program will be fitting 12 Pueblo area residents with hearing aids provided by GN ReSound. This Hearing Aid Mission will take place at 10:00 am at the Southern Colorado Comprehensive Hearing Care, Park West Medical Center 3676 Parker Blvd., Ste. 320. Pueblo, CO 81008.

For more information visit: [www.Foundationforsightandsound.org](http://www.Foundationforsightandsound.org)

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### **MEDIA COVERAGE OPPORTUNITIES:**

We encourage media to attend the Pueblo Hear Aid Mission on Wednesday June 8, 2011, 10:00am, Southern Colorado Comprehensive Hearing Care, 3676 Parker Blvd. Ste. 320. Pueblo, CO 81008

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### **TV APPEARANCES & RADIO INTERVIEWS**

Mr. Mitch Shapiro, President & CEO of The Foundation for Sight and Sound is a seasoned guest and motivational speaker. Please consider inviting him on your show during his visit to Pueblo & Denver. Mr. Shapiro will be in Colorado, June 4 to 9, 2011.

### **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.

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 our partnering hearing aid manufacture GN ReSound. **[Foundationforsightandsound.org](http://Foundationforsightandsound.org)**

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