



FOR IMMEDIATE RELEASE

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Starkey Hearing Technologies and Minnesota Vikings Encourage Fans to “Listen Carefully”

***Vikings to donate \$500 to Starkey Hearing Foundation for each
Adrian Peterson and Greg Jennings Touchdown***

MINNEAPOLIS, Aug. 9, 2013 - [Starkey Hearing Technologies](#), one of the world’s leading hearing technology companies, and its philanthropic partner Starkey Hearing Foundation are excited to announce a new partnership with the Minnesota Vikings to help educate fans on hearing loss.

Hearing loss is pervasive, affecting 34 million Americans, and it is a growing problem especially among youth. Research shows that one in five teens in the United States has hearing loss, largely due to high-volume sounds in daily life such as music streamed loudly into headphones.

In an effort to help educate young people on this issue, Starkey Hearing Foundation created the [Listen Carefully](#) program to encourage youth to protect their hearing. In the last year, the Foundation distributed more than 16,000 *Listen Carefully* teaching guides to schools. These guides focus on the science of hearing and encourage students to put the lessons into practice.

Vikings fans will be encouraged to “Listen Carefully” through radio spots and game day program messaging at Vikings home games throughout the 2013 season.

In addition, for each touchdown scored by reigning NFL MVP Adrian Peterson and All-Pro wide receiver Greg Jennings, the Vikings will donate \$500 to Starkey Hearing Foundation to give the gift of hearing to people in need around the world and right here at home. The team will present Starkey Hearing Foundation with a check during one of the team’s final home games of the 2013 season. In 2011, Peterson joined the Foundation on a mission trip to Uganda while Jennings helped give the gift of hearing in New Orleans (2013) and Tanzania (2012).

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“We are thrilled to have this opportunity to partner with the Vikings to help educate the public on hearing loss and reasons to listen carefully,” said Chris McCormick, Vice President of Marketing for Starkey Hearing Technologies.

For more information, visit <http://www.starkey.com/vikings>

About Starkey® Hearing Technologies

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minn. The company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. Founded in 1967, Starkey Hearing Technologies currently employs more than 3,500 people, operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via four distinct brands – Audibel, NuEar, MicroTech and its original brand, Starkey. For more information, visit www.starkeyhearingtechnologies.com.

About Starkey Hearing Foundation

Starkey Hearing Foundation uses hearing as a vehicle to reflect caring and help people reach their full potential. Hearing loss affects more than 63 million children worldwide, yet many do not have access to the hearing care that can help them. Starkey Hearing Foundation works to develop sustainable systems of care globally and fits more than 100,000 hearing aids to people in need annually, having worked in more than 100 countries. As a member of the Clinton Global Initiative, the Foundation has committed to providing 1 million free hearing aids this decade. Starkey Hearing Foundation also promotes hearing health awareness and education through the Listen Carefully program and provides hearing instruments to low-income Americans through the Hear Now program.

To donate, volunteer or for more information about the Starkey Hearing Foundation, visit www.starkeyhearingfoundation.org

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