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Starkey Hearing Technologies and Minnesota Vikings Team Up to Promote Healthy Hearing

SoundCheck App Allows Fans to Measure Noise Levels at Stadium During Game

MINNEAPOLIS, (September 8, 2015) — Starkey Hearing Technologies, a global leader in hearing technology, is excited to once again be the Preferred Hearing Partner of the [Minnesota Vikings](#).

Starkey will pass out free earplugs to promote healthy hearing before all Vikings home games throughout the 2015 season. In addition, Vikings players Kyle Rudolph and Adrian Peterson will each play prominent roles in supporting this exclusive partnership.

Fans are encouraged to download Starkey Hearing Technologies' [SoundCheck app](#) to measure the noise levels at the TCF Bank Stadium during games, SoundCheck is a free hearing screener and sound level meter application that allows users to measure the surrounding environmental noise level and to quickly evaluate their own hearing to determine if it is within a normal range. It is available from the [App Store](#) and [Google Play](#).

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“The enthusiasm surrounding the Vikings is pretty high this year,” said Chris McCormick, Vice President of Marketing for Starkey Hearing Technologies. “We anticipate that TCF Bank Stadium will be an exciting place this fall as Vikings fans are known to be some of the loudest and most supportive in the NFL. Our partnership is to encourage people to protecting their hearing while supporting the team.”

Hearing loss affects nearly 50 million Americans and 360 million people worldwide. The number of youth with hearing loss is increasing. One in five children and teens now have noise induced hearing loss, largely due to loud music being streamed into headphones and exposure to other high volume noises on a daily basis.

To learn more about the partnership between Starkey Hearing Technologies and the Minnesota Vikings please visit [Vikings.com/community](https://vikings.com/community).

About Starkey Hearing Technologies

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. Founded in 1967, the company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. In addition to employing more than 3,600 people, operating 21 facilities and doing business in more than 100 markets worldwide, Starkey Hearing Technologies proudly supports its philanthropic arm: Starkey Hearing Foundation. The foundation, which uses the gift of hearing as a vehicle to change lives around the world, is nearly 50 percent ahead of its goal of giving one million hearing aids this decade. Starkey Hearing Technologies develops, manufactures and distributes hearing aids via four distinct brands – Audibel®, NuEar®, MicroTech™ and its original brand, Starkey. For more information, visit www.starkey.com and www.starkeyhearingfoundation.org.