



## **Media Contact**

Karen Spaeth  
Director of PR & Customer Experience  
952.947.4522 | [karen\\_spaeth@starkey.com](mailto:karen_spaeth@starkey.com)

## **Starkey Hearing Technologies Sponsors Twin Cities Jazz Festival and Basilica Block Party**

*Global hearing technology company is Official Healthy Hearing Sponsor at local, premier summer music festivals*

**MINNEAPOLIS (June 13, 2017)** —Starkey® Hearing Technologies is proud to be the Official Healthy Hearing Sponsor for both the 2017 Twin Cities Jazz Festival and Cities 97 Basilica Block Party. Starkey Hearing Technologies will be on-site for each music festival to offer hearing health information and earplugs to encourage safe listening practices. Visit our booth during the festivals and learn about your hearing health.

“We are excited to be part of these two great events and have the chance to provide hearing health education and awareness to our community,” Starkey Hearing Technologies Chief Marketing Officer Chris McCormick said. “The Twin Cities Jazz Festival and Basilica Block Party present a special opportunity to share our vision, purpose and passion for better hearing with a multitude of people in our community. It is our hope as well, that by encouraging safe listening practices and raising awareness of hearing loss, we can help younger generations take proactive steps to keep their hearing healthy.”

Since its founding in 1967, Starkey Hearing Technologies has been a powerful advocate in the local community for promoting healthy hearing practices and awareness of noise-induced hearing loss. In recent years, it has been especially important to the company to increase awareness of hearing loss in younger generations. In 2015, the World Health Organization found an estimated 1.1 billion teenagers and young adults were at risk for hearing loss due to unsafe listening practices. Starkey Hearing Technologies has since worked hard to help educate the public on noise-induced hearing loss, hearing protection tips and safe listening practices through social media, online learning elements and local community events.

"I am thrilled that Starkey Hearing will be a big part of this year's Twin Cities Jazz Festival," St. Paul Mayor Chris Coleman said. "As research now suggests, listening to music has a variety of health benefits, and Starkey has brought the gift of hearing to so many people around the world. It's thanks to great corporate partners like Starkey that the Twin Cities Jazz Festival can offer world class jazz music free to the public."

-more-

Originally created in 1999, the Twin Cities Jazz Festival is the Midwest's premier jazz festival. With over 90,000 estimated attendees, the event will feature performers at over 30 participating venues June 22-24. Basilica Block Party, July 7-8, will feature 19 nationally and internationally recognized recording artists and is expected to host 32,000 guests.

To learn more about the 2017 Twin Cities Jazz Festival, visit [www.twincitiesjazzfestival.com](http://www.twincitiesjazzfestival.com).

To learn more about Cities 97 Basilica Block Party, visit [www.basilicablockparty.org](http://www.basilicablockparty.org).

### **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. The company develops, manufactures and distributes hearing aids via three distinct brands – Audibel, NuEar and its original brand, Starkey. As the only American owned and operated provider of hearing technologies, Starkey Hearing Technologies is proud to support veterans and active military service personnel with the best in American innovation, including a suite of revolutionary hearing technologies and other resources. Starkey Hearing Technologies currently employs more than 5,000 people, operates 21 facilities and conducts business in more than 100 markets worldwide. For more information, visit [www.starkey.com](http://www.starkey.com).

###