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Discover Better Hearing, Starkey Hearing Technologies Encourages Hearing Awareness for May Better Hearing and Speech Month

MINNEAPOLIS (April 28, 2016) — At Starkey® Hearing Technologies, we believe that hearing health is essential to overall health and wellness. Hearing aids can hold numerous benefits for those with hearing loss, but according to the National Institute on Deafness and Other Communication Disorders (NIDCD) [nearly 80 percent of people with hearing loss don't seek treatment](#). During Better Hearing and Speech Month, we will focus on raising awareness about hearing loss and the benefits hearing aids can provide.

Ranked third behind arthritis and hypertension for adults aged 75 and older, hearing loss is one of the most common age-related disabilities today. Additionally, hearing loss is becoming more common on younger generations as well. [One in six baby boomers](#) struggle with hearing loss, and in 2015, the World Health Organization estimated [more than 1 billion teens and young adults are at risk](#) of losing their hearing due to unsafe listening practices.

With that in mind, we are encouraging people to follow us throughout the month of May to learn more about hearing loss and hearing technologies. Each week will focus on a specific stage along a typical patient's Better Hearing Journey and will include informational content and exciting contests!

Week 1 (May 2- 8) will look at hearing loss awareness and general hearing health information. We encourage people to take our [free, online hearing test](#) to discover if they have a hearing loss and to learn more by visiting our [Hearing Loss](#) page.

Week 2 (May 9-15) will focus on hearing prevention and protection, including a special focus on Starkey Hearing Foundation's [Listen Carefully](#) program. Listen Carefully aims to raise awareness of noise-induced hearing loss in teens and young adults by encouraging open conversations and promoting safe listening practices.

Weeks 3 and 4 (May 16-29) will take a look at the value of hearing technologies in treating hearing loss. We will hear firsthand from current hearing aid users about how they have benefited from hearing solutions and also take a closer look at our new Made for Life products — Halo™ 2, Muse™ and SoundLens® Synergy®.

In addition to featured content, on May 2, we will launch our Better Hearing Journey Grand Prize Contest with first, second and third place prizes. Smaller contests will also be held throughout the month, so be sure to follow us on social media to participate.

Travel with us through May Better Hearing and Speech Month on [Twitter](#) (@starkeyhearing), [Instagram](#) (@starkeyhearing) and [Facebook](#) to follow along!

About Starkey Hearing Technologies

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. 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 4,800 people and operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via three distinct brands – Audibel, NuEar and its original brand, Starkey. For more information, visit <http://www.starkey.com>.

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