

Hear the Holidays: Ways to Help People with Hearing Loss Enjoy the Holidays



HearingLife Celebrates the Holiday Season With “Hear the Magic. Love Your Ears” Campaign

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A video accompanying this announcement is available at: <https://youtu.be/yQwa2WRw59E>



The holidays are a time to share special moments with loved ones and celebrate those relationships, but **if you have hearing loss and are struggling to hear or follow conversations, you may feel disconnected from family and friends this holiday season.**

Often, feelings of embarrassment or frustration can cause individuals with hearing loss to stop socializing or participating in events or activities that they used to enjoy. According to a HearingLife and Harris Poll survey, 72% of people with hearing loss wish their hearing was better to enjoy holiday and special gatherings*.

HearingLife is celebrating the holiday season with the “Hear the Magic. Love Your Ears” holiday campaign accompanied by the second annual “Magic of Giving Back” program

aimed to help those with hearing loss gain back the joyful sounds of the holiday season.

"We understand the challenges that come with hearing loss, such as difficulty following conversations and feeling embarrassed," said Dr. Leslie Soiles, Chief Audiologist, HearingLife. "At HearingLife, we believe everyone deserves to hear their favorite sounds of the season and we want to help those in need regain their confidence and enjoy connecting with loved ones during the holiday season."

For the opportunity to receive free hearing aids through the "Magic of Giving Back," people can submit either a personal story, or a story on behalf of a loved one, explaining why they are a candidate for the gift of hearing. **To learn more and share your story, visit www.HearingLife.com/Magic by November 12th**

About HearingLife:

HearingLife is a national hearing care company and part of the Demant Group, a global leader in hearing healthcare built on a heritage of care, health, and innovation since 1904. HearingLife operates nearly 700 hearing care centers across 42 states. We follow a scientific, results-oriented approach to hearing healthcare that is provided by highly skilled and caring professionals. Our vision is to help more people hear better through life-changing hearing health delivered by the best personalized care. To learn more, visit: <https://www.hearinglife.com>.

***Survey Method:**

This survey was conducted online within the United States by The Harris Poll on behalf of HearingLife from August 19-23, 2021, among 2,044 adults ages 18+, among whom 253 have hearing loss. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact hearinglife@kaplow.com.

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