

# Hear the Sounds of the Holidays Again

72% of those with hearing loss wish their hearing was better so they could enjoy holiday gatherings

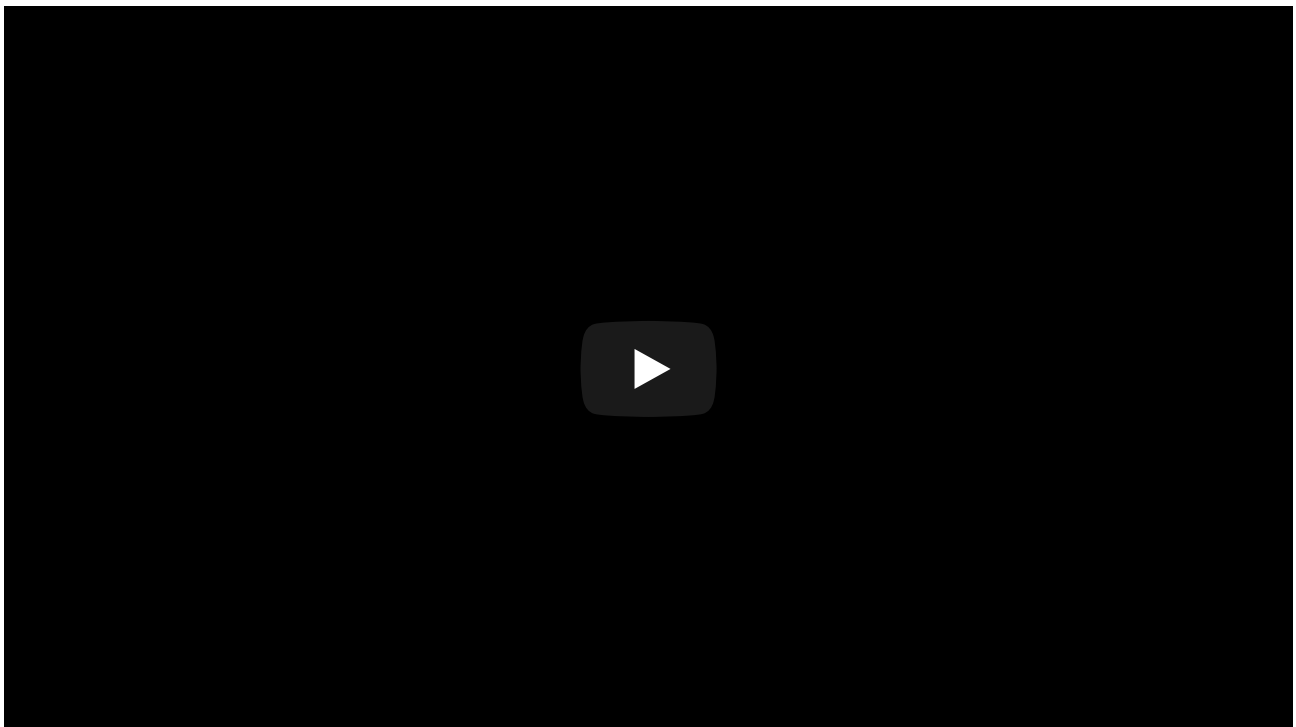


NEWS RELEASE BY YOURUPDATETV

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**HearingLife**, a national hearing care company, recently commissioned The Harris Poll to conduct a survey\* and found that 44% of Americans with hearing loss feel isolated during holiday gatherings because they struggle to hear their family and loved ones. HearingLife is helping to change that this holiday season through its “**Magic of Hearing Care**” campaign, giving back six free pairs of hearing aids to people in need. Recently, licensed psychotherapist and HearingLife spokesperson, Tom Kersting, as well as Chief Audiologist at HearingLife, Dr. Leslie Soiles teamed with YourUpdateTV on a satellite media tour to talk about the state of hearing loss in the U.S. and the available resources to better manage it.

A video accompanying this announcement is available at: <https://youtu.be/NfMOcbV6nTg>



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The holiday season is a time for friends and family. It is a time to celebrate the magic of giving, receiving and the joy of spending time with loved ones. After a year of celebrating virtually, people will be cautiously and safely gathering with those they may have not seen in a year or more.

Hearing loss can put a damper on those celebrations as individuals with hearing loss may experience feelings of embarrassment or frustration when they can't hear or participate in conversations. Often, this can cause them to stop socializing or participating in events or activities that they used to enjoy. According to the latest HearingLife survey:

- 72% of Americans with hearing loss wish their hearing was better so they could enjoy holiday gatherings.
- And **43% would rather just stay home** than attend large gatherings because they feel left out of conversation due to their hearing loss!

Now is the time to learn more about hearing loss, its impact, and how to communicate and participate actively in life again. HearingLife provides the necessary resources for people with hearing loss to help them gain a renewed sense of self and revive relationships, especially during holiday gatherings or if you are joining events virtually this season.

The holidays are a time to celebrate the magic of giving. Through the "Magic of Hearing Care" campaign, HearingLife is giving back 6 pairs of hearing aids for people in need with hearing loss. Submit your hearing loss story or your loved ones' story at [www.HearingLife.com/Magic](http://www.HearingLife.com/Magic) by November 26 to participate.

The hearing solutions that HearingLife offers not only benefit their customers, but their family and friends as well. With hearing aids, most people experiencing hearing loss can hear all the special moments and joyful music that they may have missed last year, like the sounds of bells ringing, glasses clinking, laughter and carolers.

To learn more about hearing loss and the "Magic of Hearing Care" campaign go to:  
[hearinglife.com/magic](http://hearinglife.com/magic)

#### **About Tom Kersting:**

Tom Kersting is a licensed psychotherapist, retired public school counselor and the author of *Disconnected: How to protect your kids from the harmful effects of device dependency*. He is a regular guest expert on many television news shows, including the TODAY Show, FOX & Friends, and more. Tom has also hosted various television series for A&E Network, Food Network, and the National Geographic Channel, offering insights and advice about parenting, relationships, and wellness. Because Tom is passionate about sharing his hearing experiences, he is working with HearingLife to spread awareness about #HearingGain. He lectures throughout the country and is the founder and owner of Valley Family Counseling Center in Ridgewood, NJ.

#### **About Dr. Leslie Soiles Au.D., Doctor of Audiology, Lic. #364:**

Dr. Leslie Soiles founded HearingLife's Shrewsbury's office (formerly New England Hearing Instruments) in 1996. As a Doctor of Audiology, she previously worked with Ear, Nose and Throat physicians for the first 20 years of her career. Dr. Soiles earned her Doctor of Audiology degree from A.T. Still University of Health Sciences in 2006; her Master of Science degree in audiology from the University of Massachusetts in Amherst in 1985; and a Bachelor of Science degree in communication disorders from Worcester State University in 1982. Dr. Soiles was born with hearing loss and utilizes her first-hand experience in her practice. In 2018, Dr. Soiles received the distinguished honor with the appointed role as Chief Audiologist for both HearingLife and the National Campaign for Better Hearing program in the U.S. As Chief Audiologist, Dr. Soiles trains and mentors hearing care providers, staff and helps people with hearing loss across the United States.

#### **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](mailto:hearinglife@kaplow.com).

#### **About YourUpdateTV:**

**YourUpdateTV** is a social media video portal for organizations to share their content. It includes separate channels for Health and Wellness, Lifestyle, Media and Entertainment, Money and Finance, Social Responsibility, Sports and Technology.

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