



## FOR IMMEDIATE RELEASE

**Editor's Note: Link to downloadable b-roll footage available for download via link below along with additional high-res images.**

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## FOOTBALL STARS AND JORDIN SPARKS BRING GIFT OF HEARING TO 200 CHILDREN DURING STARKEY HEARING FOUNDATION SUPER BOWL MISSION

**ARLINGTON, TEXAS** (Feb. 4, 2011) – Yesterday, with the help of football legends, recording artists and other celebrity supporters, the **Starkey Hearing Foundation** delivered the gift of hearing to 200 under-served, hearing-impaired children from the Dallas and Arlington, Texas area in tandem with the 2011 Super Bowl taking place this Sunday, February 6.

The Super Bowl mission, sponsored by the Dallas-based Jones Hearing Centers, featured emcee Justin Osmond, along with special celebrity volunteers to assist with the fittings. Celebrities in attendance included:

- **Jordin Sparks**, official Starkey Hearing Foundation Hearing Ambassador
- **Adrian Peterson**, NFL Running Back for the Minnesota Vikings
- **Larry Fitzgerald Jr.**, NFL Wide Receiver for the Arizona Cardinals
- **Roy Williams**, NFL Safety for the Cincinnati Bengals
- **Phil Hellmuth**, 11-time World Poker Champion
- **JoJo**, recording artist and actress
- **Honor Society**, hip hop/pop/rock group
- **Heather Whitestone-McCallum**, Miss America 1995

- **Melissa Peterman**, actress and comedian

“By giving the gift of hearing to children in the Dallas area, as well as to children around the world, we are helping those with challenges have a more satisfying, productive life,” said Bill Austin, CEO of Starkey Laboratories and Founder of the Starkey Hearing Foundation.

### **About the Starkey Hearing Foundation**

The Starkey Hearing Foundation, **So the World May Hear**, is the global leader in hearing health care and is striving to change the social consciousness of hearing and hearing loss prevention. According to the Starkey Hearing Foundation, an estimated 63 million children worldwide suffer from hearing loss. In the U.S., 34 million Americans, or one in 10, live with hearing loss or a hearing disability. Each year, the Foundation delivers more than 100,000 hearing aids through hearing missions in countries stretching from the U.S. to Vietnam. Since 2000, the Foundation has supplied nearly 500,000 hearing aids to people in need and is striving to achieve its goal of over one million free hearing aids in this decade.

For more information on the Starkey Foundation, visit [www.starkeyhearingfoundation.org](http://www.starkeyhearingfoundation.org).

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### **Link to high-res photos (captions below):**

<http://rcpt.yousendit.com/1038137331/2f50cb09d0cb03b4916e024e7e666f64>

#### **Picture 1:**

“Larry Fitzgerald of the Arizona Cardinals, with a happy recipient at the Starkey Hearing Foundation's 2011 Super Bowl Mission”

#### **Picture 2:**

“Adrian Peterson of the Minnesota Vikings, with Bill Austin, Founder of the Starkey Hearing Foundation, and a child hearing aid recipient at the 2011 Super Bowl Mission”

#### **Picture 3:**

“Roy Williams (Cincinnati Bengals), Tommie Harris (Chicago Bears), Bill Austin (Founder of the Starkey Hearing Foundation), Sponsor Jeff Taylor (Sonion)”

### **Link to B-Roll footage, please follow:**

<ftp://5stechnology.com/>

Username: Starkey2011

Password: Superbowl11