



News Release
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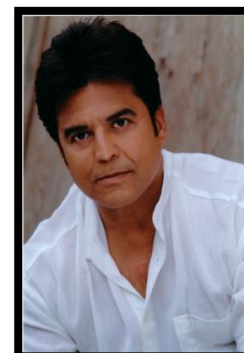
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VERNE TROYER and ERIK ESTRADA
Join Forces with the Starkey Hearing
Foundation's
"Sound Patrol" in Austin Texas!
Getting Busted Has Never Been More Fun!



The Starkey Hearing Foundation, through its hearing awareness initiative **SoundMatters**, will descend upon the Austin area with one message "Protect Your Hearing." The Sound Patrol, Starkey Hearing Foundation's ground force, will be issuing citations to members of the general public for over exposure to loud noises. Joining that charge is film actor, **Verne Troyer** and film and television personality, **Erik Estrada**. The two well known celebrities will be making appearances with the Sound Patrol at numerous locations throughout the South by Southwest event. "Sound offenders" will have a photo opportunity with the celebrity "Sound Patrol" and a chance to win an autographed guitar by texting the word SOUND to 90999. In addition, Starkey Hearing Foundation volunteers will be distributing protective hearing foamies, designer ear buds, guitar picks and tips to better hearing health.

The public is invited to meet the celebrities of Sound Patrol on **Thursday March 18th** from **noon to 1:00pm** at **Hills Café, 4700 South Congress in Austin Texas**. The Starkey Hearing Foundation will be distributing protective hearing foamies and those attending will have the chance to win autographed electric guitar.

About Hearing Loss:

Over exposure to loud noise can result in hearing loss. While hearing loss is not reversible, most age-related and noise-related loss can be managed and even prevented. **SoundMatters** reminds everyone about the five tips to healthy hearing: Use sound filters in loud places, when possible buy quality head phones, be aware of the noise level around you, have an annual hearing exam and remember to turn it down.

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. Each year, the Foundation delivers free hearing aids, to those in need, through hearing missions in countries stretching from the U.S. to Vietnam. Since 2000, the Foundation has supplied over 412,000 free hearing aids. The Foundation set out in 2010 to grow that number to 100,000 free hearing aids a year and one million over the decade. The Foundation is committed to hearing education, awareness, prevention and treatment. **Verne Troyer** became a friend of the Foundation when his father was treated by the Starkey Hearing Foundation for hearing loss. **For more information visit www.starkeyhearingfoundation.org**

For media interviews contact Mary Niemeyer 612-327-4415

Celebrity Sound Patrol Appearances

Wednesday March 17th:

- 2:00 PM** **Erik Estrada** Convention Center SoundMatters booth appearance
- 3:00 PM** Canadian Blast BBQ, East Tent, Brush Square Park
- 5:00 PM** **Verne Troyer** and **Erik Estrada** available for media interviews

Thursday March 18th:

- 7:00 AM** **Verne Troyer** and **Erik Estrada** media appearances
- 12:00 PM** Hills Café, 4700 South Congress Avenue, public meet and greet with celebrities
- 3:00 PM** Convention Center Block Party
- 4:00 PM** Manatt, Phelps and Phillips Party at Blind Pig

Friday March 19th:

- 5:00 PM** **Verne Troyer** and **Lou Ferrigno** Texas Music Party, Schultz Beer Garden
- 9:00 PM** Spin Music Party SPIN & MySpace Music Showcase, Stubbs