

June 30, 2010

The Starkey Hearing Foundation Delivers Over 2400 Free Hearing Aids in Guadalajara, Mexico

Eden Prairie, MN – The Starkey Hearing Foundation delivered the free gift of hearing to over 1,200 adults and children during a three day mission in the Mexican City of Zapopan, located in the metropolitan area of Guadalajara. The mission held June 20th through the 22nd was sponsored by PepsiCo Foundation. “What a truly amazing experience,” said Jacqueline Millan, PepsiCo Director of Corporate Contributions and mission volunteer. “We successfully treated many children who have suffered from severe hearing loss since birth. The pure joy on the face of a child hearing a parent for the first time is a gratifying experience I will always treasure.”

Miguel Diaz, who personally suffers from complete hearing loss, journeyed several hours to Zapopan to help improve the hearing health of his four children. “We come from generations of severe hearing loss,” says Diaz, “and if I can help my children hear better, I know their lives will be better.” Herber (4), Kevin (5), Miguel (11) and Erandy (14), each had varying degrees of treatable hearing loss and were quite thrilled with the outcome. Through the help of sign language, Miguel Diaz expressed his gratitude, “I am so grateful to all of the volunteers and the Starkey Hearing Foundation. My children can now do better in school, learn more and have the opportunity to be successful.”



14 year old Lorena Sandoval contracted meningitis as an infant and has suffered from a severe degree of hearing loss ever since. “Although we have learned to communicate in other ways,” says her mother, Ofelia Sandoval, “her hearing my voice is like a dream come true.”

The Starkey Hearing Foundation fitted Loren with a body aid, the strongest hearing device with highest gain and output. Using a microphone attached to the hearing device, Lorena’s mother can now communicate to her daughter through the spoken word. “We were quite successful in improving the quality of sound for Lorena,” said Brady Forseth, Executive Director of the Starkey Hearing Foundation. “It really is an emotional experience for the children, families and the volunteers. The smiles and tears we see really say’s it all.”

Since 2000, the Starkey Hearing Foundation has distributed 447,954 hearing aids throughout 86 countries and has set a goal of 100,000 a year and one million in this decade. The Starkey Hearing Foundation is the global leader in hearing healthcare focused on awareness, education, prevention and treatment. For more information contact: Mary Niemeyer, PR/Media Relations, Starkey Hearing Foundation, 612-327-4415 or visit www.starkeyhearingfoundation.org