



*News Release*  
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Press Contact: Mary Niemeyer  
Phone: (612) 327-4415

[maryniemeyer@elationsgroup.com](mailto:maryniemeyer@elationsgroup.com)

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## **The Starkey Hearing Foundation Announces Honorees and Celebrity Line Up for 10<sup>th</sup> Anniversary “So the World May Hear” Awards Gala**

Eden Prairie, MN - The Starkey Hearing Foundation will host its 10<sup>th</sup> Anniversary “So the World May Hear” Awards Gala, July 25, 2010 at the RiverCentre in St. Paul. This year’s event, sponsored by **Best Buy**, will honor **Muhammad Ali, Steve Martin, Sam Moore, Harvey Mackay and Brad and Janet Anderson** for their humanitarian work and philanthropic efforts.

“This event gives us the opportunity to spotlight altruistic individuals who unquestionably have made the world a better place,” says **Tani Austin**, Treasurer of the Starkey Hearing Foundation and Founder and Chair of the fundraiser. “This will mark our 10<sup>th</sup> year of not only honoring great humanitarians, but truly celebrating the spirit of giving.”

Among a long list of celebrity attendees, over 1,600 guests will enjoy the musical performances of **Steve Martin and the Steep Canyon Rangers, Frankie Valli and the Four Seasons, The Doobie Brothers, Jordin Sparks** and 8-year-old violin prodigy, **Brianna Kahane**.

Minnesota based **Best Buy** announces its partnership as this year’s event sponsor.

"Enhancing the quality of sound is what Best Buy was founded on. Enabling those to receive it, is what drives the compassionate work of Bill and Tani Austin and the Starkey Hearing Foundation," says **Paula Prahl**, Senior Vice President Best Buy.

“We are proud to support their efforts to help the world hear.”



Proceeds from the event will support the worldwide hearing missions of the Starkey Hearing Foundation. The Starkey Hearing Foundation is the global leader in hearing healthcare. Since 2000 the Foundation has distributed 442,221 free hearing aids to underprivileged, hearing impaired, children and adults in more than 86 countries, including the US. Because studies have shown that 80% of what a child learns comes through their ears, the Foundation has focused its efforts on helping children.

“This is a good thing that we do,” states **Bill Austin**, CEO and Founder. “By giving children the gift of hearing, whom otherwise do not have the means, we are giving them a chance to learn, to socialize and to realize new opportunities and dreams.” Mr. Austin confirms his personal goal to distribute more than one million free hearing aids in this decade, “With a lot of things wrong in the world, together we can do something right.”

**As part of the “Gala Events,” the Starkey Hearing Foundation will host a special hearing mission for Minnesota children on July 22<sup>nd</sup> at their corporate headquarters in Eden Prairie.**

More information can be found at [www.starkeyhearingfoundation.org](http://www.starkeyhearingfoundation.org). For interviews or press information, please contact Mary Niemeyer at 612-327-4415 or email requests to [mniemeyer@elationsgroup.com](mailto:mniemeyer@elationsgroup.com)