

28 June 2010

Siemens supports Deaf Awareness Week

Company backs campaign to raise awareness of hearing health

Siemens is supporting Deaf Awareness Week, 28th June - 4th July 2010. The week aims to improve understanding of the different types of deafness by highlighting the many different methods of communication used by deaf, deafened, deaf blind and hard of hearing people, such as sign language and lipreading.

Supported by over one hundred deaf charities and organisations under the umbrella of the UK Council on Deafness, Deaf Awareness Week involves a UK wide series of national and local events.

Trevor Andrews, Managing Director of Siemens Hearing Instruments, which provides a comprehensive range of digital hearing instruments and has been at the forefront of audiological innovation for over 125 years, comments: "It is vital that we do all we can to dispel the stigma and myths that still surround deafness and hearing instruments. Campaign's such as Deaf Awareness Week help to raise awareness of hearing health and it is through having greater awareness of the situations that people with hearing difficulties face, that will enable better understanding and a more positive attitude towards social inclusion."

During the week Siemens will highlight the importance of hearing health to its employees and offer a 'Friends and Family Scheme' allowing employees to purchase Siemens hearing instruments for a significantly reduced price for up to four friends or family members.

An interactive website, www.siemens.co.uk/deafawarenessweek, has also been designed by Siemens which can assist teachers, for example, in preparing lesson plans and assemblies around the topic of hearing health. It includes downloadable content relating to the topic of hearing loss, fun resources to test hearing and diagrams to illustrate how the ear works.

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About Siemens Hearing Instruments

www.siemens.co.uk/hearing

Siemens Hearing Instruments Ltd (Crawley, West Sussex) provides a comprehensive range of digital hearing aids and software, patient management systems and audiology equipment to the National Health Service, independent retail dispensers and national chains in the UK. It is the UK operation of **Siemens Audiologische Technik (S.A.T.)**, based in Erlangen, Germany. Part of the Siemens Medical Group, S.A.T. has been at the forefront of audiological innovation for over 125 years and is the world's market leader in the design and manufacture audiological products.

For more information, images or case studies please contact:

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