



Hear Entendre Québec

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Hear Québec promises to build a more accessible community through a month long campaign starting on #GivingTuesday

While we are all feeling the effects of the current pandemic and lock down, many people are now experiencing the hardships those with hearing loss have always experienced; namely communication difficulties and isolation. Safety measures such as masks and outright cancellation of face-to-face activities have exacerbated such hardships especially for the 1 in 3 seniors likely affected by hearing loss and the many children with hearing loss that are now facing more barriers than ever before.

"Our son is hard-of-hearing and we didn't realize how much he actually looks at our mouths and reads our lips while talking to him. Cloth face masks muffle our words and make it difficult to hear." - Rina Hampartsoumian (ClearMask recipient).

(Montréal - November 24, 2020) Executive Director, Heidy Wager, announces Hear Québec will launch a new fundraising campaign on #GivingTuesday, December 1, 2020. The launch will kick off the **HEAR FOR HOLIDAYS (H4H) Advent Calendar of Hope** and will run throughout the month of December.

The H4H campaign is intended to raise much needed funds to assist with delivering Hear Québec's mission while at the same time providing comfort and community to those affected by hearing loss who, especially during the holiday season, feel the effects of isolation. The campaign is intended as well to sensitize the general public on the accessibility needs of people with hearing loss, such as the use of (federally approved) clear masks for speechreading which Hear Québec has been distributing since June.

Like every good holiday event, the **H4H Advent Calendar of Hope** will include;

- Inspiring stories and sharing memories
- Thankful images
- Information about accessibility for hard of hearing.
- Jokes, games, and challenges about hearing loss
- Videos
- And lots "Unselfies"

"Hearing loss is an invisible disability affecting over 1.3 million Canadians above the age of 15," said Heidy, adding "At a time when we are all experiencing the effects of the pandemic, generosity and understanding is what brings people together. This campaign is

a call out to join in to raise funds and awareness of the accessibility needs of those affected by hearing loss.” **#TOGETHERWECAN**

Hear Québec has been providing support and services to the hard of hearing community for more than 40 years. To do so, Hear Québec relies on the goodwill of its members and the community it serves, for without them the organization would not be here today.

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For more information please contact:

Heidy Wager, Executive Director

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ABOUT THE ORGANIZATION: Hear Québec is the only non-profit registered charity serving the anglophone community affected by hearing loss in Québec. For the first 35 years Hear Québec was completely volunteer driven for 35 years by people with hearing loss. Now more than 40 years later, we have grown but this dedication to see improvement in the quality of life of those with hearing loss is what gave birth to this organization that stands with the hard of hearing community to this day. Making the most of the hearing we have is at the very core of everything we do.

Many of our staff, board of directors, volunteers, and stage students are affected by hearing loss. We understand and are concerned with the struggles that people with hearing difficulties often experience in their daily lives. Hear Québec strives to bring about awareness within the community and shed light on the invisibility of hearing loss. Many people are also unaware of their own risk of becoming hard of hearing or the impacts of untreated hearing loss. We offer an array of programs and services to those affected by hearing loss, the greater community, as well as, give presentations about Noise Induced Hearing Loss (NIHL) that help prevent hearing loss in future generations.

We focus on improving well-being by providing a trusted source for hearing health information, peer mentoring and support, and an accessible community to reduce social isolation. Members and others seeking our support come from all across the island of Montréal, Laval and the South Shore. To learn more about us please visit our website at www.hearhear.org