



Hear Entendre Québec

7000 Rue Sherbrooke West/Ouest, Montréal, Québec H4B 1R3

Phone/Tél: 514-488-5552 ext/poste: 4500 | Cell/Text: 514-797-2447

Fax: 514-489-3477 | Web: [www.hearhear.org](http://www.hearhear.org)

## **Hear Québec launches Hear for the Ride campaign 2021**

**Montréal - August 27, 2021** - Hear Québec is teaming up with Phil and Gerry from Team Fly Club Moto to organize the charity motorcycle ride event. The event will take place on Labour Day, Monday, September 6, 2021, at Sablon beach and is organized by Hear Québec for families, motorcycle riders, and community members who are interested in making a difference for the hard of hearing community.

“The whole idea for the campaign started with Kaylee Alex Irvin who was facing a challenge with the SAAQ when she went to take her motorcycle license test. The SAAQ gave her a difficult time because of her hard of hearing disability, and she reached out to us for support” says Heidi Wager, Executive Director of Hear Québec. Heidi adds, “through this campaign, we aim to raise awareness among motorcycle riders about Noise-Induced Hearing loss (NIHL).”

Noise-Induced Hearing Loss (NIHL) is something that every Canadian should know about because 1.1 billion young people are at risk of hearing loss due to unsafe listening, and around 40 percent of people aged 12-35 are exposed to potentially damaging levels of sounds at nightclubs, bars, and sporting events according to the World Health Organization.

Kaylee is a mother, a teacher, a learner, an explorer, a business woman, a chef, a sociologist, and now rider. She is dedicated to advocating for a more equal world for all. She went through a challenging time when the pandemic hit because she relied on lipreading which helped her avoid wearing her hearing aids, but the COVID-19 pandemic cut off her ability to ‘hear’ as everyone started talking behind covered-mouth masks.

“I find myself staring where the mouth used to be and where the masks now sit” she wrote in her story which appeared in the Fall 2021 issue of Hear Hear Magazine. The HEARHEAR magazine is published twice a year by Hear Québec and distributed to members and partners.

The Hear for the Ride event will help raise awareness about Noise-Induced Hearing Loss (NIHL) amongst bike riders and others attending the event and will offer them options to protect their hearing while riding. Tickets are on sale through Hear Québec for \$25 for non-Hear-Québec-members and for \$20 for Hear Québec members and includes access to the beach, parking, food, entertainment. Spaces are limited due to COVID health restrictions.

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**For more information please contact:**

Heidy Wager, Executive Director

514-488-5552 ext. 4500 [heidywager@hearhear.org](mailto:heidywager@hearhear.org)

**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](http://www.hearhear.org)