

Hearing Health Foundation

Prevention | Research | Cure



1 IN 4

U.S. adults shows signs of
noise-induced hearing loss

Keep Listening

TV PSA CAMPAIGN

About Hearing Health Foundation

Hearing Health Foundation (HHF) is the largest nonprofit funder of hearing and balance research based in the United States. For more than 60 years, HHF has awarded scientific research grants to foster the development of cochlear implant technology, more effective hearing aids and successful ear surgeries, and ultimately a cure for hearing loss which affects nearly 50 million Americans.

HHF partners with and funds innovative scientists who work to prevent, treat, and ultimately cure hearing loss, tinnitus, and other hearing and balance related conditions. We do this through our research grants programs.

We also promote hearing health, and the importance of protection, to prevent hearing problems before they occur.

To learn more please visit hhf.org/KeepListening.



#LoveYourEars

Learn more about Hearing Health Foundation

[HHF.ORG/KEEPLISTENING](https://www.hhf.org/keeplistening)



FACEBOOK



TWITTER



INSTAGRAM

Dear Public Service Director,

Noise-induced hearing loss is a growing public health threat in the United States. It's twice as common as diabetes or cancer, and most people don't know about it. October is National Protect Your Hearing Month, and we're hoping these new PSAs can kick off that month and be played throughout the year.

As many as one in four people—from teens to older adults—already shows signs of hearing loss from excess noise exposure. Too loud sound can also trigger tinnitus, or hearing a continuous ringing or buzzing sound, sometimes to the point where it takes over everyday life.

Hearing is a sense that is always on, but unfortunately, most of us take our hearing for granted. While concerts and sports arenas are obviously noisy venues, so is the clamor of everyday life. Hearing loss from noise can be subtle and gradual and we may not notice it until a hearing problem can't be ignored.

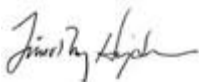
The damage can also go way beyond our hearing. Untreated hearing loss and tinnitus is tied to depression, cognitive decline, even dementia. Hearing loss that is unaddressed also impacts the heart—when we feel stress from noise, that can elevate our blood pressure. Healthy hearing is essential to our well-being. And hearing loss caused by noise is entirely preventable.

Hearing Health Foundation (HHF), a 501(c)(3) nonprofit organization, aims to prevent and cure hearing loss and tinnitus through groundbreaking research and by promoting hearing health. HHF is the largest U.S. nonprofit funder of hearing and balance research, awarding research grants to foster the development of cochlear implant technology, more effective hearing aids, successful ear surgeries, and ultimately toward a cure for hearing loss.

We hope that you will help inform your audience about the importance of taking care of one's hearing by airing the new PSAs "**Listen Up People!**" (:60, :30 and :15) which highlights the epidemic of hearing loss in the world today. Also available for use are new PSAs titled "**Don't Take Your Hearing for Granted**" (:60, :30) which feature people from all walks of life as they share the real life impacts of hearing loss. The PSAs encourage viewers to visit hhf.org/KeepListening for more information about how they can protect their hearing. **While very timely for National Protect Your Hearing Month in October, these PSAs have no end date for use.**

Thank you in advance for your support and consideration.

Sincerely,



Timothy Higdon
President & CEO,
Hearing Health Foundation

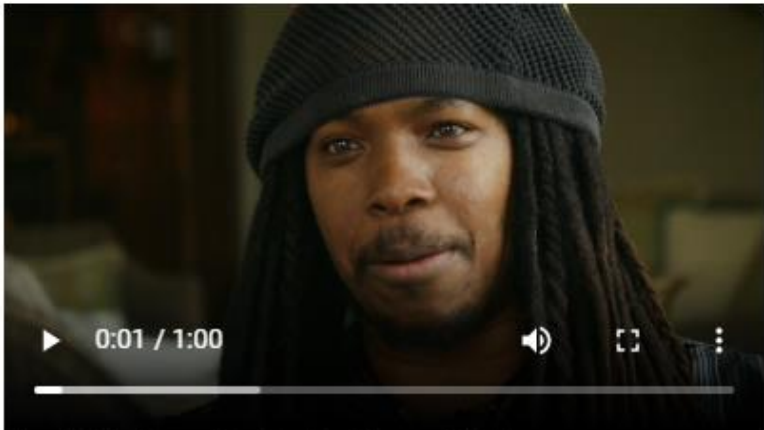
Keep Listening

Hearing Health Foundation is kicking off a major culture shift about the way we think about hearing, along with ways to protect it.

To learn more, please watch our new PSAs below titled "**Listen Up People!**" (:60) which is also available in :30 and :15 lengths and "**Don't Take Your Hearing for Granted**" (:60) which is also available in a :30 length. We ask that you please air these PSAs, which have **no end date for use** as soon and as often as possible.



"Listen Up People!" :60



"Don't Take Your Hearing for Granted" :60

"Listen Up People" (:60)

NARRATOR V/O: There's an epidemic of hearing loss in the world today.

One point one billion young people worldwide are at risk from listening too loud and too long. And up to 1 in 4 U.S. adults shows signs of noise-induced hearing loss. It's happening because the world is noisy and blasting your headphones only makes it worse.

Here's what you can do. Give your ears a rest. Just like your body, they need breaks too. And when you rock out - and we all do - be smart and carry ear protection. Let's make earplugs cool.

So listen up people, when the world turns it up to 11, lower it to 6. Because hearing things we love is one of the greatest gifts of life. And once it's gone, it's gone forever.

You're never too young or too old to take care of your ears.

"Don't Take Your Hearing For Granted" (:60)

COLLINS O/C: Everybody knows what to do to stay in shape, right? You eat right and you exercise. We know it, but then we don't necessarily practice it.

KAYLEENA O/C: It's not normal to come out of concerts and clubs with your ears ringing and not able to hear.

PRINCESS O/C: You need your ears! You just need your ears, we take it for granted.

KAYLEENA O/C: And a lot of people just don't think about it 'cuz they think, "tinnitus, oh yeah, that's that ringing in your ears right? Something that maybe just lasts a couple of minutes."

COLLINS O/C: You know if you don't know you don't know. But what you don't know can actually hurt you.

KAYLEENA O/C: I thought I had decades until something like this was going to happen. I didn't know that there was a lot I could have done to prevent it.

COLLINS O/C: You gotta protect your hearing.

PRINCESS O.C: Protect your hearing.

COLLINS O/C: Wear ear plugs or wear head phones that actually minimize the sound that's going inside your ears.

PRINCESS O/C: Take sounds breaks. We're constantly on our phones.

KAYLEENA O/C: This is going to get very real for you a lot sooner than you think.

PRINCESS O/C: Like, you're so cool. Your sound isn't blasting and vibrating all the windows...you're still cool.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<http://psaconnect.c360m.com/hhf/>

These PSAs have no end date for use.

Listen Up People!" (:60, :30, :15)

Don't Take Your Hearing for Granted (:60, :30)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas via email at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service

Cincinnati Service Center
CINCINNATI OH 45999-0038

In reply refer to: 0255879370
Mar. 30, 2021 LTR 4168C 0
13-1882107 000000 00

00010402

BODC: TE

HEARING HEALTH FOUNDATION
575 8TH AVE RM 1201
NEW YORK NY 10018



003137

Employer ID number: 13-1882107
Form 990 required: YES

Dear Taxpayer:

We're responding to your request dated Mar. 23, 2021, about your tax-exempt status.

We issued you a determination letter in May 1958, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

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