

Hearing Health Foundation

Prevention | Research | Cure



HALF
OF YOUNG ADULTS
ARE AT RISK
OF HEARING DAMAGE
FROM LOUD
SOUNDS

We take care of our health every day.
Let's make hearing part of it.

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.



LOVE YOUR EARS

Learn more about Hearing Health Foundation

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



FACEBOOK



TWITTER



INSTAGRAM

Dear Public Service Director,

Hearing damage from listening too loud and too long is the greatest public health threat most people don't know about. Most of us know to rest our muscles and bodies after a workout, and to protect our skin and eyes from too much sun. We also know to regularly monitor our blood pressure and vision. But why are we so reckless with our hearing?

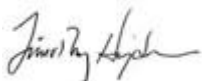
Hearing is a sense that is always on, but unfortunately, most of us take our hearing for granted. While concerts and sports arenas are obviously noisy venues, so is the clamor of everyday life. Hearing loss from noise can be subtle and gradual and we may not notice it until a hearing problem can't be 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*. Taking care of our hearing can be as easy as turning it down, resting ears in quiet, and carrying and using earplugs when needed.

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 "**Love Your Ears**" (:60, :30, :15, :15). The PSA highlights the common-sense steps we take for our health every day and encourages us to do the same for our hearing. Also available for use is the PSA titled "**Protect Your Ears**" (:30) which features 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 World Hearing Day on March 3, 2023, these PSAs have no end date for use.**

Thank you in advance for your support and consideration.



Timothy Higdon
President & CEO,
Hearing Health Foundation

TV PSA SCRIPTS

"Love Your Ears" (:60)

NARRATOR V/O: Half of young adults are at risk of hearing damage from loud sounds. So, why is this happening? We know not to bake in the sun for hours. And to get our eyes checked regularly. We buckle up to save lives. And we know that smoking kills. So do poor diet choices, and poor life choices.

But why are we so reckless with our hearing? We take hearing for granted. Hearing damage from loud sounds is permanent but preventable. We take common sense steps for our health everyday. Let's make hearing part of it. Wear earplugs. Turn it down. Give your ears a rest. Love your ears. Learn more at Hearinghealthfoundation.org. Keep listening.

"Love Your Ears" (:30)

NARRATOR V/O: Half of young adults are at risk of hearing damage from loud sounds. So, why is this happening? We know not to bake in the sun for hours. We buckle up to save lives. And we know that smoking kills. We take common sense steps for our health everyday. Let's make hearing part of it. Love your ears. Learn more at Hearinghealthfoundation.org. Keep listening.

"Love Your Ears" (:15)

NARRATOR V/O: Half of young adults are at risk of hearing damage from loud sounds. Want to prevent it? Wear earplugs. Turn it down. Give your ears a rest. Love your ears. Learn more at Hearinghealthfoundation.org. Keep listening..

TV PSA SCRIPTS

"Love Your Ears" (:15 ALT)

NARRATOR V/O: Half of young adults are at risk of hearing damage from loud sounds. Don't take your hearing for granted. Love your ears. Learn more at Hearinghealthfoundation.org. Keep listening.

"Protect Your Ears" (:30)

MIKE O/C: When I was 19 and I was going to shows, I was not thinking about permanent hearing loss, I wasn't thinking about tinnitus...

ERIN O/C: Sometimes my kids are having a conversation with me and that ringing starts in my ear. They're talking to me and I hear their voice, but I can't focus on what they're saying.

CHRIS O/C: The audiologist, he told me that most of his clients are not old people... they're kids, that have their earphones in...

MIKE O/C: I have a lot of regret about not protecting my ears sooner.

CHRIS O/C: Protect your ears, at all times no matter what.

CHRIS V/O: It's not something you can get back.

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.

"Love Your Ears" (:60, :30, :15, :15 ALT)

"Protect Your Ears" (:30)

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

Holly Mulé via email at hmule@c360m.com
or by phone at (212) 624-9196.

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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