

THE CANADIAN HEARING SOCIETY
LA SOCIÉTÉ CANADIENNE DE L'OUÏE



FOR IMMEDIATE RELEASE

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CHS receives \$12,000 donation from Red Fridays Foundation of Canada

Toronto/ON – On Wednesday, June 25th, 2008 The Canadian Hearing Society (CHS) will receive a \$12,000 donation from the Red Fridays Foundation of Canada (RFFC). The funds were raised through RFFC's successful Repatriation Memorial Drive on Saturday, May 31, 2008. The event hosted over 1000 cars, trucks, buses and motorcycles which rode from Trenton to Toronto along the Highway of Heroes to pay tribute to Canadian service men and women and veterans.

"This is an incredibly generous donation from the Red Fridays Foundation," said Susan Main, CHS Vice-President, Fundraising and Strategic Communications. "We have been very impressed with the group's professionalism and dedication and their donation will help us to continue to provide essential services to our veterans with hearing loss."

The money raised at the rally will be used to support the CHS Hearing Care Counselling program which helps people adapt to their hearing loss and continue to lead independent lives. Program counsellors provide home visits, education, and demonstrations and recommendations of communication devices. One of the aims of the program is to give veterans with a hearing loss the skills they need to stay safely and independently at home, improve communication with family and friends and help them to stay involved in their favourite activities.

"We are very excited to be able to present CHS with this donation on behalf of all the participants of our Rally and Memorial Drive," said Brian Muntz, RFFC Founder. "All of us who were involved with this event are so pleased to know that the money we raised will make a real difference in the lives of our veterans."

Cheque presentation: Wednesday, June 25, 2008, 12:30pm
The Canadian Hearing Society, Guy Lively Boardroom, 2nd floor
271 Spadina Road
Toronto, ON (416) 928-2500

The Canadian Hearing Society (www.chs.ca) is the leading provider of services, products, and information that remove barriers to communication, advance hearing health, and promote equity for people who are culturally Deaf, oral deaf, deafened, and hard of hearing.

The Red Fridays Foundation of Canada (www.redfridays.ca) is a non-partisan organization which promotes support for the men and women of the Canadian military through public awareness campaigns and fundraising activities in support of related charities.