

Dear [insert recipient name],

Huge thanks to [insert publication name] for the recent articles on hearing loss awareness, including your [insert article date] piece, [insert article title].

Sertoma Inc., the nation's third oldest civic organization, is headquartered here in Kansas City, Mo., where it was founded in 1912. Since 1963, Sertoma's national mission has been speech and hearing. It is gratifying to see significant national and local media attention given to noise-induced hearing loss awareness and prevention. Hearing loss is "getting younger" all the time. Specialists see more people in their 30s and 40s suffering from more pronounced tinnitus, an internal ringing, or even the sound of buzzing or whooshing in the ears.

On a national level, Sertoma provides more funds for graduate-level study in communicative disorders than any other single organization. Our **SAFE**Ears!© hearing loss awareness program has resulted in the education of more than 250,000 individuals about how to protect their hearing, and our national advocacy program, *A Sound Investment*, uses looping technology to eliminate barriers for those who cannot hear.

Local Sertoma clubs increase public awareness of hearing loss and fund related programs and organizations. Current projects include equipment purchases at Children's Mercy Hospital, KU Medical Center, Shawnee Mission Medical Center, Midwest Ear Institute, the North Kansas City School District, and the Kansas School for the Deaf; funding scholarships for speech pathology and audiology at the University of Kansas; providing sign language interpreters at Shawnee's Theatre in the Park; collecting used hearing aids to be reconditioned and distributed to low-income recipients; conducting baseball camps for special needs children; and more.

This commitment to local needs is shared by our clubs across the nation. Sertomans perform hearing screenings and fund speech and hearing centers, scholarships, hearing aids, sign language interpreters, summer and sports camps for hard of hearing and deaf children, and speech therapy programs in public schools.

Sertoma hopes that, if we are diligent in educating our communities about prevention of noise-induced hearing loss, it will become a thing of the past.

We hope to develop a relationship with you around this issue that we all feel is important. Please take a look at our attached press release about [insert press release subject]. We would love to see this issue covered in [insert publication name].

We invite you to learn more information about Sertoma, its communicative disorders programs, and issues in hearing health by visiting [sertoma.org](http://sertoma.org) or calling 816-333-8300.