

## PRESS CLIPPING SHEET

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### **MEDEL to hold hearing loss awareness run**

A campaign launched under the name of '#Esmaany' will hold an awareness run for hearing loss in children on 6 November. The run will be held in Zamalek at 7 am, including activities to raise awareness for the cause supported by MEDEL. The main objective of the day is to raise awareness on hearing loss in newborns and children at a young age, as treatment after the age of five is difficult and not as successful as earlier detection. Prevention and early detection is the core driver behind the awareness campaign supported by MEDEL, which will be the first and largest awareness campaign on hearing loss in the country.

In a continuous effort to support children with hearing loss in Egypt, MEDEL will donate EGPI towards treatment with cochlear ear implants for every '#Esmaany' hash-tag used on social media. More than 3,000 people are expected to participate, as well as a community of patients and children of cochlear ear implants.

The run will begin with a speech from a parent of a child who successfully had a cochlear ear implant operation to explain their own experience of hearing loss. This aims to provide encouragement to any patients in Cairo to follow through with the operation and create awareness to the cause and the process of early detection and prevention.

MEDEL calls for all social media platforms and individuals to use the '#Esmaany' hash-tag to help children with hearing loss to follow through with the necessary treatment and rehabilitation to successfully integrate the children into society.