



Media Release

18 August 2011

Hearing health on the agenda for Australian Hearing and Terry White Chemists

In support of Hearing Awareness Week (21-27 August), Australian Hearing is partnering with Terry White Chemists to encourage Australians to get their hearing checked.

Kicking-off on 22 August and for a limited time only, Australian Hearing will offer free hearing screenings to anyone over the age of 21 at Terry White Chemists stores across the country.

Gina Mavrias, Executive Manager of the Australian Hearing Network, said hearing loss is a significant health issue, particularly for older Australians, highlighting the importance of having a regular hearing check-up.

"Hearing loss among older Australians is more common than a lot of people think, it affects 60 per cent of people aged over 60," Ms Mavrias said.

"A hearing screening is very simple and we recommend people over the age of 65 should have their hearing checked every two years.

"At the screenings, our experts will guide people through what next steps they may have to take in regards to their hearing health. At Australian Hearing, we offer pensioner concession cardholders and most veterans subsidised hearing services."

Terry White Chemists founder and chairman Terry White said the hearing screening program supports the role of pharmacies as vital community health providers.

"We understand the importance of having regular hearing screenings and of those being easily accessible to the local community," Mr White said.

"Maintaining good hearing is important for living a healthy and happy life. I wear a hearing aid myself and it has made a huge difference to my overall quality of life."

For more information call Australian Hearing on 131 797, go in to your local Terry White Chemists or visit www.terrywhitechemists.com.au

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