



seamless solutions

FOR IMMEDIATE RELEASE

Michelle Sahlin, Director of Marketing

612-827-2222 Ext. 16 | MSahlin@bensonmedical.com

Songs for Sound “hEARoes Tour” Benefits from Benson Medical Audiometer

MINNEAPOLIS, MN (August 20, 2015) Benson Medical Instruments Co. helped kick off the Songs for Sound “hEARoes Tour” at the Chicago Air & Water Show August 15-16 by providing hearing test equipment for free screenings.

The twelve-week hEARoes Tour (songsforsound.com/hearoes-tour) aims to reach over five million people and raise awareness about hearing health among veterans and their families. The campaign features a mobile hearing screening vehicle that is making over 60 stops across the U.S. at schools, retail, clinics, and air shows.

Benson Medical Instruments provided a CCA-200*mini* computer-controlled audiometer for the tour. The CCA-200*mini* is used at nearly one thousand U.S. military facilities worldwide, and is the leading hearing conservation system in commercial facilities that comply with OSHA or MSHA regulations. The seamlessly integrated system provides an automated test with unmatched analysis and reporting.

“The CCA-200*mini* is ideal for the hEARoes Tour,” states David Mayou, Sales Manager of Benson Medical Instruments. “The audiometer provides accurate hearing tests quickly so more people can be tested at each stop, and it will help the hEARoes Tour manage test results for the millions they intend to screen.”

Songs for Sound is a charity dedicated to improving the quality of life for the 360 million people worldwide suffering from hearing loss. Photos of the event by Jules Photographic Treasures can be seen on Twitter (@songsforsound #hEARoesTour) and Facebook (Songs for Sound #HearoesTour). The Songs for Sound hEARoes campaign is supported by country music star Laura Bell Bundy, who sang the National Anthem at the kick-off event.

Benson Medical Instruments Co. designs and manufactures audiometers, spirometers, and software to manage hearing conservation and occupational spirometry programs. For more information: David Mayou, Sales Manager, Benson Medical Instruments Co., 310 Fourth Avenue South, Suite 5000, Minneapolis, MN 55415 USA (Office) +1 612-827-2222 (Email) sales@bensonmedical.com (Website) www.bensonmedical.com

#####