



October, 2004

News Letter 1

Dear all,

This is the first news email sent from World Flight for Hearing expedition team. The purpose of this mail is to spread information about reached milestones and other news around the project. This news mail will be sent on a non regular basis – when there are news to be expressed that could be of interest of everyone. If you do not wish to receive these emails you can reply to this email and tell us that. But we strongly recommend that this email will pass through because we believe this information is important to all receivers.

Successful participation at IFHOH World Congress in Helisinki

World Flight for Hearing was represented at the world congress in Helsinki in July 2004. The purpose of this deligence was to spread information about the project and earn as many new contacts as possible in the world in order to be able to realize this project. Johan Hammarström held to speeches during the congress about “being hearing impaired, but although that achieving your goals – the story about world flight for hearing”. These speeches were very appreciated among the listeners.

In total there were 12 countries/organizations that went into cooperation with World Flight for Hearing. With these organization, countries World Flight for Hearing will raise common activities when they visit these countries in order to spread more information about the hearing handicap and achieve the other goals of the project.

World Flight for Hearing official web site launched since 1st of May 2004

At this web site you can follow the project, in the preparation phase, but also during the expedition where images and diaries will be posted on a frequent basis. You will find the web site at www.worldflightforhearing.com.

Cooperation with hard of hearing (HoH) organizations

World Flight for Hearing aims to develop a program with each HoH organization where there is a plan published on what activities will occur upon the visit of World Flight for Hearing. In this plan we will try to find out what city/cities to visit, what people to contact, and what activities (such as speeches, media attendance, fundings etc) could be arranged. There will be a specific mail sent to HoH organizations regarding this. If you feel interested to participate and havn´t received an email within one week – please contact us.

Industrial cooperation progress

World Flight for Hearing team has done great progress when it comes to industrial cooperation. This is crucial since this will be the main part of where the financing comes from. Companies and other types of organization have found out about the benefits of supporting this project and we are working on a result based sponsorship program where the industry only has to finance if certain goals are fulfilled for each step in the project. There will be more information later on regarding this.



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Performed activities

World Flight for Hearing team has been busy since project started. Performed activities have been IFHOH World Congress, but also several speeches at several cities in Sweden. World Flight for Hearing has visited Uppsala, Stockholm, Norrköping, Kungsbacka and Helsinki.

World Flight for Hearing flies Elvis to show

Two weeks ago history was written when Elvis Presley was transported in an aircraft to Norrköping with a you hearing impaired pilot named Johan Hammarström. Elvis real name is Thomas Lindgren and also has congenital hearing impairment and is a great example of someone who achieves his goal although a hard of hearing. Thomas has become one of the most famous artists at Wallmans Salonger which is a very famous entertainment company in Sweden and Denmark. Although people around Thomas have suggested him not to go into the artist business because of this handicap – he has done so and also done it very well. When the big “Hearing Impairment Congress” in Sweden was held in Norrköping 18th of September 2004, Elvis and Johan were invited VIP guests that the other participants of the congress didn't know about. At the Saturday dinner Elvis showed up and entertained the crowd with his famous Elvis concert during the night. After the show a film was shown to the åhörare that showed Elvis flying into Norrköping in a private aircraft which was piloted by a hearing impaired pilot. Guests loved this show and so did media. Next day World Flight for Hearing was mentioned in three magazines and on the news at Television.

Planned activities

Hammarstrom's speeches have been very well received and many local organizations have booked Johan to come to their community and talk about achieving your goals although your hearing impairment and also give a description of the exciting world flight for hearing project. World Flight for Hearing has booking until October 2005 already, but there are gaps in the schedule where a speech at your organization probably could be held. At the web site you'll find a full description of the program.

Contact information

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About World Flight for Hearing

World Flight for Hearing, sponsored by GN ReSound, is a world recognized expedition that intends to raise publicity about hearing impairment and hearing impaired people and their possibilities. Founder of the project is hearing impaired Johan Hammarström, 28, that, despite his hearing impairment has managed to become an experienced pilot. Johan is a living proof that with the right attitude and the right technical aids anything is possible. Johan and his team consisting of Henrik Ejderholm and Martin Håkansson will accomplish the expedition in collaboration with hard of hearing organizations, professional's organizations and the industry.

About this News Letter

The World Flight for Hearing News Letter is distributed on a frequent basis to everyone who is interested to get news about the project. If you do not wish to get this email - please make a reply to this email to cancel your news mail.