



December, 2004

## News Letter 2

Dear all,

World Flight for Hearing project has done tremendous progress in 2004 and everything has been accomplished according to the time plan. On November 5th 2005 an airplane piloted by hearing impaired Johan Hammarström will take off in a small single engine aircraft from Stockholm City Airport in Sweden and start a journey around the world to increase knowledge about hearing impairment and to motivate people to accomplish their goals despite their hearing loss. Johan has managed to become a pilot although his congenital hearing impairment on both ears. Hearing loss can be very burdensome if you don't have the right equipment and the strong will. Johan is a living proof that it is possible to live a normal life although a major hearing loss and he is flying around the world to motivate other people to achieve their own goals. Also, the expedition intends to increase the knowledge about hearing impairment among "hearing" people. We want to tell that the number of hearing impaired are more than 10% of the world population and that it is very likely that you have a hearing impaired person among your colleagues, friends or in your family. Therefore everyone has to pay attention - speaking loudly and clear and being aware of that all people don't hear everything you say. Although hearing loss is nothing strange or odd, it often happens that people treat it negative. By showing that even pilots can be hearing impaired the world will know that hearing loss is not something that makes a person incapable of doing something. As a company you shouldn't be afraid to hire a person just because of a hearing handicap! And if you have a hearing loss you should not hesitate to get the help and equipment you need to hear better. It is not only older people who suffer from hearing loss - the fact is that a very high number of middle aged people suffer from hearing loss but many of them are afraid to tell other people about it. World Flight for Hearing want to change this trend by making people more aware about the great extent of the hearing impairment and play down the strange thing about the handicap.

World Flight for Hearing will be recognized by at least 200 million people world wide through news papers, TV news and other activities. This number is an estimate which is based on a survey that has been performed by evaluating each country and the media attraction potential.

World Flight for Hearing project was launched in the beginning of 2004 and has been announced within the hearing impairment community during the year. There have been activities performed in Scandinavia almost every weekend during the second part of the year. World Flight for Hearing has been represented on several conferences in Scandinavia and also the IFOHOH world conference in Helsinki this year. Everywhere the speeches and shows have been very well received and there are lots of people all over the world already following the project. Although the project hasn't been externally press released there have been several news papers and TV news teams hunting us. In Sweden the project has already been recognized by 2 million people through 4 news papers and 2 TV programs!

The schedule for next year has already been filled with conferences, speeches and other activities (but there is still space in the calendar to fill). We will also continue to write co-operation plans with hard of hearing organizations all over the world. By end of February 2005 we intend to have our main sponsor contract signed as well - our project has been very well received in the industry and we have found some good potential partners that we are now discussing with.



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Merry Christmas and Happy New Year!

Regards,

World Flight for Hearing Team



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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.