



January 2006

## World Flight for Hearing Newsletter #7

The World Flight for Hearing wishes all our newsletter subscribers the best wishes for a prosperous New Year. Here are the main news for the last period:

### WFH Support Wristband available

Show your support of WFH and the activities to increase awareness of hard-of-hearing all over the world by wearing the trendy wristband that fit both men and women (and boys and girls). You only pay for the shipment expenses to get your own bracelet. Please send an email to Wanja Stenberg, [wanja@worldflightforhearing.com](mailto:wanja@worldflightforhearing.com), for further instruction on how to get hold of your World Flight for Hearing wristband.



### More sponsors added

World Flight for Hearing is proud to introduce a number of new product sponsors of the project including:



FSI provides world wide flight services.



Leading emergency equipment provider.



KSAB provides flight maps and other flight equipment.



Guidebooks world wide.



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**NEW EXPO WORLD**

New Expo provides all exhibition material and roll-ups.

**World Class**<sup>®</sup>

World Class fitness center.



First class photography provided by Morre Photography.



Official sunglasses provider.

**GN ReSound**

WFH has also expanded the partnership with our Principal Sponsor GN ReSound by initiating cooperation with more subsidiaries in the GN ReSound Group. This is very valuable for the project since it allows us to get a deeper involvement in several more key countries along our route. As an example, GN ReSound Canada has recently been added to the list and next month we will present a few more selected countries where we look forward to a deeper cooperation.

### **Media exposure**

One of the main goals of World Flight for Hearing is to show the world that a hard of hearing person can do things that many people might think is impossible. By showing this, we believe we can make it easier for other hard of hearing people to be open about their handicap without being treated as abnormal. World Flight for Hearing will show the world that a hearing impaired person can do “anything” if they can be open with their handicap, if they have access to the right technology and if the surrounding has a certain understanding about HoH.

Primarily WFH is working with media to get this message out. The strategy has been to launch the project within Hard of Hearing community in the first step. This launch was executed last year and was very successful with more than 50 magazines and websites issuing information about the project all over the world (find more information on the WFH website about this). Approximately 3 million people have read about the project so far. The next step will be to launch the project in the Aviation community and this is being carried out in the end of January 2006. This release is an important step in order to secure exposure among aviators. The third media phase is the launch in general media.



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This launch is due to happen late February 2006 and will from that point be an important ingredient to reach more than 30 million people over the course of the project.

### **WFH Headquarter Established**

WFH has grown into a large international project involving many important tasks behind the scenes such as administration, finance, media planning, project management, flight operations planning etc. WFH would not have been where we are today without all hard work put in by these key players of the project:

### **Info and Administration**



Wanja Stenberg

### **Webmaster**



Andreas Bergner



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## Expedition Support



Bernhard Näckdal



Ernest Wessman

In addition to these people WFH is engaging dozens of other people in companies and non-profit organizations world wide. Thank you all!

That was all for now, take care out there and see you soon!

Best wishes from the World Flight for Hearing Team



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### **Contact information**

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### **Principal Sponsor**



### **Other partnership organizations**



### **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 newsletter**

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.