

PRESS RELEASE

Rainer Hersch to judge *Hear the World* celebrity look-a-like contest

May 2010

Classically trained musician and stand up comedian, Rainer Hersch will be the celebrity judge of a look-a-like contest organised by Cubex Hearing Centre and *Hear the World* charity to raise awareness about the importance of hearing and the consequences of hearing loss.

More than 800 million people worldwide are affected by hearing loss, yet only 10-20% of them seek appropriate help. Because of the stigma associated with hearing loss, most people wait six to ten years before they first test their hearing with a professional.

Cubex Hearing Centre teamed up with the *Hear the World* initiative to raise awareness about the importance of hearing and is launching a celebrity look-a-like competition to help fight the stigma associated with hearing loss. *Hear the World*, a global initiative by leading hearing system manufacturer Phonak, calls attention to the social and emotional impact of hearing loss and addresses prevention of and solutions to a problem that affects more than 16% of the world's population.

Dionne Warwick, Smokey Robinson, Annie Lennox and Sting are amongst more than 40 renowned artists who support *Hear the World* and its mission of raising awareness about hearing and hearing loss throughout the world. Each *Hear the World* ambassador has been photographed by musician and *Hear the World* photographer Bryan Adams in a conscious pose of hearing with one hand cupped behind their ear. This pose is intended to demonstrate the importance of being aware of your hearing at every age.

As a hearing healthcare professional, Cubex shares and supports *Hear the World* vision of a world where wearing a hearing system is no longer a taboo and invites everybody to participate in a

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celebrity look-a-like competition. To enter the competition the participants have to send their photo imitating the conscious pose of hearing and the name of the star they look like to maddy@cubex.co.uk or 25 New Cavendish Street, London, W1G 8LP before 30th June 2010. The best look-a-like will win **FREE VIP tickets** for two at the famous “**Last Night at the Proms**” that will take place in Hyde Park, London, on the 11th September 2010. The winning image will be selected by the celebrity judge Rainer Hersch, a panel of judges from the *Hear the World* initiative and Cubex.

“Cubex’s celebrity look-a-like contest is designed to encourage people to overcome the stigma associated with hearing loss and provides an opportunity for people of all ages to learn more about hearing loss and how to prevent it. By increasing public awareness about hearing loss, we want to support *Hear the World* in changing perceptions and encouraging people to protect and value their hearing and also, to reduce the time before people first have their hearing tested”, said Adam Shulberg, hearing aid specialist and Managing Director at Cubex.

The competition is part of Cubex ongoing campaign to support the work of *Hear the World* initiative and will continue with a series of *Hear the World* seminars in Central London towards the end of the year. For more information about the competition and high resolution images, please visit www.cubex.co.uk/promotions or contact Maddy Ilie at maddy@cubex.co.uk.



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Notes to the Editors:

About Cubex

For nearly half a century, Cubex have built strong and positive relationships with thousands of people with reduced hearing by helping them to achieve maximum benefit with their hearing devices and live their lives to the fullest. The team at Cubex makes it their priority to take the time to understand the personal journey that each and every client undergoes when proceeding with hearing devices. Cubex combines superior hearing healthcare with state of the art technology to offer its clients a comprehensive range of services for all hearing needs, including hearing aids, hearing protection and accessories). For more information about Cubex, please visit www.cubex.co.uk

About *Hear the World*

Hear the World is a global initiative by leading hearing system manufacturer Phonak created to raise awareness about the importance of hearing. The initiative calls attention to the social and emotional impact of hearing loss and addresses prevention of and solutions to a problem that affects more than 16% of the world's population. Bryan Adams, Annie Lennox, Lenny Kravitz, Plácido Domingo and other renowned personalities support the *Hear the World* initiative as ambassadors. In the context of the *Hear the World* initiative, Phonak has established the non-profit *Hear the World* Foundation to improve the quality of life of people with hearing loss through financial and technical assistance. The foundation is committed to the prevention of hearing loss, as well as the support of people with hearing loss and their families.

To learn more about *Hear the World*, visit www.hear-the-world.com, become a fan on Facebook at www.Facebook.com/CanYouHearTheWorld and follow the *Hear the World* Twitter channel at www.Twitter.com/Hear_The_World.

About Rainer Hersch

Rainer Hersch is a comedian and musician who has performed on every major comedy stage in Britain and abroad. He has appeared twelve times at the Edinburgh Festival; had numerous comedy-concert series at the South Bank in London; featured in comedy clubs all across Europe and in TV shows around the world. His repertoire comprises three comedy-orchestral programmes which he conducts, one solo show (All Classical Music Explained) and two more dramatic comedy shows: one about Mozart and one about the late, great Danish/American entertainer, Victor Borge with whom Rainer has often been compared. He also broadcasts regularly for the BBC and is a columnist for BBC Music Magazine. For further information, visit www.rainerhersch.com

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