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**Rochester Hearing & Speech Center Names Preferred Hearing Health Provider by the
NFL Players Association Professional Athlete's Foundation**

Rochester, N.Y. – An exciting new partnership between Rochester Hearing & Speech Center (RHSC) and the NFLPA's Professional Athlete's Foundation (PAF) aims to bring better hearing health to former professional athletes and their fans in our region.

"Part of our mission is to educate the public about recreational causes of hearing loss and how to prevent it, and to identify and treat hearing loss as early as possible," says RHSC President and CEO Bob Russell. "Professional and recreational athletes, parents of athletes, and avid sports fans are frequently exposed to dangerously high noise levels and often don't realize how much damage is being done. We love the loud and proud Bills Mafia, but so many fans are at-risk for hearing loss. We're excited to spread awareness about the importance of hearing health to this large segment of our community through our partnership with the PAF."

Rochester Hearing & Speech Center is the only nonprofit hearing center in the greater Rochester area, offering comprehensive hearing healthcare services to individuals of all ages, including hearing evaluations, diagnosis and treatment of hearing loss, tinnitus consultations, and hearing conservation screenings and counseling.

"As a preferred hearing care provider for the NFL Players Association's PAF, Rochester Hearing & Speech Center is making a difference," said Michael Petrosillo, SVP, Marketing, CQ Partners. "Together, we spread awareness, help former pro players in need of hearing care, and make an investment in the overall health and well-being of our community."

For more information about Audiology Services at RHSC, or about RHSC's partnership with the NFLPA's Professional Athlete's Foundation, visit our website at www.rhsc.org/nflpa.



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About Rochester Hearing & Speech Center

Rochester Hearing & Speech Center (RHSC) is the most experienced and longest standing provider of hearing, speech-language, educational, clinical and developmental services in the greater Rochester area since 1922. We are a nonprofit agency providing comprehensive, evidence-based, client-centered services of the highest quality, with accessible solutions for all individuals in need. RHSC is committed to helping children and adults develop the skills and abilities necessary to "Communicate for Life."

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