

Contact: John R. Luna

Lou Whittaker, world famous mountain guide, artist and author conquers his hearing loss and finds success with hearing aids recommended by his son, Win

Father and son, Lou and Win Whittaker featured in hearing loss awareness campaign

Bellevue, WA, November 9, 2016 - In recognition of Luna Family Hearing's annual *Hear for the Holidays* hearing loss awareness campaign, we wanted to share the story of a father and son supporting each other's hearing loss and success with hearing aids from Luna Family Hearing. Luna Family Hearing kicks off a *Hear for the Holidays* campaign for hearing loss awareness at all Luna Family Hearing locations throughout the Pacific Northwest each November and December to help families and friends as they gather for the Holiday season hear at their best by inviting anyone experiencing hearing difficulties to come in for a free hearing test. Win Whittaker, mountaineer, adventurer and filmmaker, has had his hearing aid success story featured nationally. His father, Lou, observed Win's success with hearing aids, which are smart phone compatible for control and accessibility of advanced features. On Win's recommendation, Lou decided to do something about his own hearing difficulties and agreed to check out what Win describes as a "game changer in technology" offered at Luna Family Hearing. Lou, a world-renowned mountaineer, adventurer, artist and author is constantly in challenging hearing environments and struggled to hear clearly before wearing hearing aids from Luna Family Hearing. Lou's pursuing hearing aids to conquer his hearing difficulties on the recommendation of his son exemplifies what Luna Family Hearing's annual *Hear for the Holidays* awareness campaign is all about – making sure you are hearing the best you can with your family and friends during the Holiday season and throughout the entire year. "At my age, to hear as good as I do is a miracle to me," states Lou Whittaker. This hearing loss awareness campaign is personal to John Luna, CEO of Luna Family Hearing. "I grew up with a father who had a hearing loss and know first hand what a positive change hearing aids can make with communication within a family for everyone involved especially during the Holidays with family and friends gathered together. If you or someone in your life is experiencing difficulty with their hearing, then encourage them to take the first step and get help. Lou and Win's example and success with hearing aids, along with the thousands of other hearing impaired clients we serve in the Pacific Northwest, is exactly why we do what we do each day, to make positive changes in peoples lives helping them hear the best they can each day," states John Luna.

About Luna Family Hearing's *Hear for the Holidays* Hearing Loss Awareness Campaign

The holidays are a perfect time to reconnect with friends and family. That's why it's more important than ever to make sure your hearing at your best. You deserve to hear every story and be part of every joyful moment. If you still find yourself struggling to hear, or your hearing instrument doesn't work quite the way it used to, you could benefit from an appointment to see if there is something the staff at Luna Family Hearing can do to help you or your loved one hear better. Recent innovations in hearing instruments have made better hearing more effective and discreet than ever before. During our annual *Hear for the Holidays* awareness program your visit with our staff allows you to ask any questions you may have regarding hearing and hearing loss for you or for a family member,

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friend or colleague. During this awareness campaign Luna Family Hearing is offering free hearing testing and listening demonstrations of the latest in hearing aid technology should you or your loved one have a hearing loss to see if hearing aids would benefit you and improve your ability to hear. You will know in a matter of minutes if hearing aids can improve your life!

About Hearing Loss

Nearly 40 million Americans have hearing loss. Most frequently, it is due to repeated exposure to loud noises—at concerts, nightclubs, crowded restaurants, loud workplaces, and sporting events like baseball and football games. What few people realize, though, is how easy it is to get a hearing test by a licensed hearing care professional. And it's free at Luna Family Hearing.

If it turns out that hearing aids are needed, today's technology allows wearers to hear from all directions, in all sorts of sound environments. The hearing aids are digital, wireless, and can even connect directly to your smartphone or television or other devices.

For more information on hearing loss in Oregon and Washington call us at 1-855-HEAR-NOW or stop by one of the 11 local, family-owned Luna Family Hearing offices in Washington and Oregon, or visit us at www.lunafamilyhearing.com.

About Lou Whittaker

One of Americas most respected climbers; Lou Whittaker began his mountaineering career as a teenager in the Pacific Northwest, climbing in the Olympic and Cascade Mountains with his twin brother, Jim. Lou stepped naturally into coveted spots on expeditions to formidable peaks in Alaska, the Himalaya and the Karakorum, and went on to lead the expedition that made the first American ascent of the North Col on Everest in 1984. To north westerners, Lou's name is synonymous with Mount Rainier, where he has guided thousands to its summit since his own first ascent of the mountain at age nineteen and founded with a partner Rainier Mountaineering, Inc. (RMI) in 1969. Lou is also an artist, author and public speaker.

About Win Whittaker

Win Whittaker is an outdoor adventurer, mountain guide, filmmaker, business owner and musician. Win grew up in the foothills of Mount Rainier National Park in Washington State in a climbing and mountaineering family as a son of Lou Whittaker. At the age of 12, Win summited Mount Rainier for the first time. In 1982, Win began mountain guiding leading teams of climbers through Rainier Mountaineering, Inc. (RMI) on peaks around the world, including Mount Rainier. Win is also a filmmaker and director who founded and hosts the Rainier Independent Film Festival with his wife, Sarah, each year for the past 10 years.

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