

15 September 2014

Florals and flares this Friday in Christchurch

This Friday (19 September) is Loud Shirt Day, and the Southern Cochlear Implant Programme is encouraging people in Christchurch to wear brightly coloured florals and flares to help raise money for hearing impaired children.

In Christchurch there are 51 children with cochlear implants. The annual Loud Shirt Day raises funds to support children with these devices, which are similar in size to high-powered hearing aids.

The devices help severe to profoundly deaf people who gain little or no benefit from hearing aids by transforming speech and other sounds into electrical energy that stimulates auditory nerve fibres in the inner ear.

The Christchurch-based Southern Cochlear Implant Programme serves profoundly deaf children and adults in the Lower North Island and the South Island. It partners with its northern counterpart on Loud Shirt Day.

Neil Heslop, the general manager of the southern programme, says while the Southern Cochlear Implant Programme receives most of its funding from government, the funds raised through Loud Shirt Day provide for extra activities.

“Earlier this year, money raised from previous Loud Shirt Day events helped fund a teen mentoring programme - “Hear for You” - for children from around our region,” he says.

“It would be great to have as many schools and workplaces in Christchurch as possible involved in this year’s Loud Shirt Day. Helping people hear things differently is something those of us involved in the programme get to do almost every day. On Loud Shirt Day, anyone can make a difference just by dressing up.”

More information can be found and registrations made at www.loudshirtday.org.nz.

ENDS.

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