



UnitedHealthcare Hearing Ear Plug Donations

Overview: St. Paul, Minn.

Program Overview

UnitedHealthcare will help protect the hearing health of fire fighters and law enforcement officials by donating ear plugs and launching a public education campaign focused noise exposure in the workplace.

As part of the campaign, UnitedHealthcare will donate 20,000 pairs of silicone-based ear plugs to fire and police departments across the country, helping protect the hearing health of key first responders.

Fire fighters and law enforcement personnel experience higher rates of hearing loss than the general public, in large part because of repetitive on-the-job exposure to loud sounds. Through this donation, UnitedHealthcare will encourage ear protection and raise awareness of workplace hearing safety.

The donation will support the external announcement of UnitedHealthcare Hearing. Donation announcement and public service campaign in collaboration with Songs for Sounds will launch in June, the start of the summer fire season.

Details

- UnitedHealthcare will donate 1,500 silicone-based ear plugs to St. Paul, Minn. police and fire departments, giving all local personnel a pair of reusable plugs to help protect their hearing.
- Donation will be publicized via local news media, on social media and on the [UHC Newsroom](#).
- Ear plugs will be shipped to the following address:
 - o St. Paul Fire Department
Attention: Steve Zaccard
XXXXXXXXX, Suite XXXXX
St. Paul, MN XXXXX-XXXX
- The similar number of ear plugs will be donated to police and fire personnel in Minneapolis.

Next Steps

- UnitedHealthcare will send a media advisory and news release about the donation for review.
- The ear plugs will arrive during June or July. The national announcement is scheduled for late June, with local pitching in St. Paul to coincide with that.
- For questions, please contact:
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