



FOR IMMEDIATE RELEASE

Frank Limpus

615-668-9938

[frank@limpuscommunications.com](mailto:frank@limpuscommunications.com)

**BRENTWOOD HEARING CENTER, SPECIAL OLYMPICS TENNESSEE & PHONAK TEAM UP TO HELP SPECIAL OLYMPIC ATHLETE BETTER HEAR HER FAMILY, COACHES, TEAMMATES AND LIFE**

**BRENTWOOD, Tennessee (April 10, 2013)** -- March Madness has ended, the University of Louisville is National Champion and players will slowly get back to their lives as college students.

But today in Brentwood, a Franklin, Tennessee Special Olympic basketball player will get an even richer life, thanks to a free pair of new digital hearing aids that will help her hear better. The aids are from Phonak Hearing Systems, are being fitted by Brentwood Hearing Center and have been arranged through a special [Special Olympics](#) program that helps athletes and their families identify and address such problems.

"Some Special Olympics athletes sometimes have medical problems -- hearing difficulties being one -- they might not be able to fully articulate, so they may suffer in quiet," said Anne Boling, audiologist with [Brentwood Hearing Center](#). " While that has not entirely been Micheal Williams' problem, today Brentwood Hearing Center will fit her with a new set of digital hearing aids that will help her hear better on the basketball court, on her job, at home or in everyday life."

Launched in 1997, the Special Olympics [Healthy Athletes](#) program began offering health services, information and screenings to educate its athletes on healthy lifestyle choices and health problems that may need attention. With the help of all-volunteer medical personnel, the program currently provides health screenings in seven areas: Fit Feet (podiatry), FUNfitness (physical therapy), Health Promotion (better health and well-being), [Healthy Hearing](#) (audiology),

MedFest (sports physical exam), Opening Eyes (vision) and Special Smiles (dentistry). Having held more than 1.2 million free health screening clinics in more than 100 countries to date, the program has become the largest global public health organization dedicated to serving people with intellectual disabilities.

Micheal Williams, 28, of Franklin, has been a Special Olympics athlete for more than 20 years, specializing in basketball. She has competed in other sports as well and just wrapped up the basketball season with her Williamson County Special Olympics team by winning a medal at the state tournament in March at Lipscomb University. She currently works in the cafeteria of Vanderbilt Medical Center in the hospital's Project Opportunity program.

While Williams has worn hearing aids since she was three, the fact that she needed new aids was underscored at a hearing screening during the March Special Olympics state basketball tournament. The next generation of aids she is receiving through the program will help her hear far better. Seven other athletes were identified with problems through the program.

The aids are being given to Williams and her family by [Phonak](#), a manufacturer of hearing aids which has been participating in the Special Olympics program for three years. Athletes are given free screenings at Special Olympics events by medical personnel who volunteer their time to identify problems and, if appropriate, are referred to local audiologists for added evaluation, fitting and follow up.

Williams is a lifelong patient of Brentwood Hearing Center, which specializes in diagnosing and treating hearing loss. According to the Center, the same technology she will now enjoy can benefit many others with hearing issues.

"These new aids from Phonak have highly sophisticated technology that helps anyone who is hearing impaired hear better," Boling said. "They include sound recover that reproduces

frequencies and sounds that her ears have lost and noise reduction to block out extraneous sound so she'll be better able to concentrate on key verbals that she needs to hear."

So the next time Williams scores a basket, her team wins a game or her boss asks her to perform a task, she'll be able to hear it with greater clarity than ever before. And that's a win-win-win for everyone.

***Brentwood Hearing Center***

*[Brentwood Hearing Center](#) uses the latest technology and audiology research to provide professional and compassionate audiology care to the hearing impaired and their families throughout Middle Tennessee.*

###