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FOR IMMEDIATE RELEASE

**TROY DUNGAN ANNOUNCED AS EMCEE FOR DALLAS HEARING  
FOUNDATION'S ANNUAL FUNDRAISING GALA, "SOUNDS OF THE SEASON"**

Today's forecast calls for mostly sunny skies and a good chance of showering those who need it with the gift of sound! With an Emcee that has been eight-times named the Best Television Weathercaster by the Texas Associated Press Broadcasters Association, we are assured this forecast is nothing but accurate. The Dallas Hearing Foundation is proud to announce the honor of having Troy Dungan, Channel 8's recently retired chief meteorologist, as the official emcee for this year's annual fundraising gala, Sounds of the Season, to take place on Saturday December 19<sup>th</sup> at the newly renovated historic Union Station downtown.

Troy Dungan, an award-winning meteorologist, is a proud supporter of various charities around the Dallas-Fort Worth Metroplex. A Dallas Hearing Foundation supporter, Dungan also personally benefits from organizations like DHF that are dedicated to helping individuals with hearing loss. Troy Dungan uses some of the best hearing aid technology available which has given him the gift of sound. Therefore, he would like to pass along that gift to others who need it.

When asked about his newly acquired role as emcee, Dungan explained, "For some years now I have been on the Foundation Board for The Callier Center for Communication Disorders -

part of the University of Texas, at Dallas. Since all board members are given hearing tests I discovered that I have developed some hearing loss. In fact, I have worn hearing aids now for several years. I also represent Jones Hearing Solutions in television and newspaper ads because I want people to understand that there is no stigma attached to wearing hearing aids. Hearing is a vital part of communication. That's why I am taking part in the Dallas Hearing Foundation's "Sounds of the Seasons" Gala. Here's to Hearing!"

Dungan recently retired as the chief meteorologist from WFAA Channel 8 News in 2007 after dedicating more than 30 years of his career to the news station and Dallas-Ft. Worth area. His career in meteorology began in Waco, then expanded to Houston, Orlando, Philadelphia, and Detroit. He was the first meteorologist to introduce the 5-day forecast system when he began as chief weather anchor at WFAA-TV in 1976. Before 1976, forecasts were no more than 2 days.

The Dallas Hearing Foundation is thrilled to have Troy Dungan join the DHF family and feel greatly appreciative to have such an astounding member of the community as their emcee for Sounds of the Season.

"Sounds of the Season is an event we are very proud of," said Dr. B Robert Peters, president of the Dallas Hearing Foundation. "It is an event that DHF has needed and toward which we have been working for several years. Even during these trying economic times, we feel it is time to make the push towards a top-notch, high class event, and Mr. Dungan's participation in the gala will truly further our cause."

The Dallas Hearing Foundation is a 501 (c) (3) not-for-profit charitable foundation that provides cochlear implants, hearing aids, auditory-verbal therapy, and educational support services based on financial need. They are dedicated to providing a hearing/speaking life and quality education available to many deaf children and adults. DHF uses revolutionary technologies such as digital hearing aids, cochlear implants, and auditory-verbal therapy.

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For more information about DHF, the Sounds of the Season Gala, or to schedule an interview with DHF President B. Robert Peters, MD, DHF Gala Liaison Melissa Benton, or Sounds of the Season event producer Meredith Commender, please contact Kristen Dickson at [Kristen@kristendicksonpr.com](mailto:Kristen@kristendicksonpr.com) or 214 991 4009. Please also visit [www.dallashearingfoundation.org](http://www.dallashearingfoundation.org), [www.dallascochlear.com](http://www.dallascochlear.com), [www.soundsoftheseason.org](http://www.soundsoftheseason.org), or [www.soundsoftheseasongala.blogspot.com](http://www.soundsoftheseasongala.blogspot.com). A list of human-interest story leads is also available, including current and past patients.



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## **Dallas Hearing Foundation Announces**

### **First Formal Fundraising Gala to Give the Gift of Sound**

*After 8 Years of Successful Casual Fundraising Events, Local Non-Profit Launches December Gala, "Sounds Of The Season"*

Dallas, Texas – The Dallas Hearing Foundation (DHF) announced this week that they will host a gala on Saturday December 19 at Union Station in downtown Dallas to raise funds towards the gifts of hearing and speech for deaf children and adults.

The Dallas Hearing Foundation is a not-for-profit foundation dedicated to providing a hearing/speaking life and quality education available to many deaf children and adults through medical and surgical treatment, hearing technologies, speech and hearing rehabilitation, and educational support for hearing-impaired patients in financial need. DHF uses revolutionary technologies such as digital hearing aids, cochlear implants, and auditory-verbal therapy.

The Fundraising Committee has held a successful fundraising event every year since 2001 and has provided over \$1 million in services to improve the lives of individuals with hearing loss. This is the first year that the DHF Fundraising Committee has decided to launch a formal gala event. They have developed 12 sponsor levels named after the 12 nights of the holiday season; the title sponsor level, Drummers Drumming, is \$40,000, which provides a beneficiary with hearing loss one cochlear implant surgery, including all exams, surgery, rehabilitation and therapy.

“Sounds of the Season is an event we are very proud of,” said Dr. B Robert Peters, president of the Dallas Hearing Foundation. “It is an event that DHF has needed and toward which we have been working for several years. Even during these trying economic times, we feel it is time to make the push towards a top-notch, high class event.”

DHF will use funds raised from Sounds of the Season to provide financial aid to patients seeking cochlear implants through the Dallas Otolaryngology Cochlear Implant Program. A cochlear implant is a prosthetic replacement for the inner ear that bypasses damaged parts of the ear and electronically stimulates auditory nerve fibers to produce a sense of hearing. The cochlear implant includes two parts: an internal bundle of wires surgically implanted into the cochlea through the skull behind the ear, and an external part consisting of a microphone, connecting cables, and a speech processor that converts sound into electrical impulses.

“Unlike other causes,” Dr. Peters continued, “donations to the Dallas Hearing Foundation will provide tangible, concrete surgeries and services. One donation of \$40,000 pays for a cochlear implant surgery and all rehabilitation for a child; that donor will truly give the gift of sound.”

For a child with hearing loss, this donation also provides funding for therapy and the education support services necessary to mainstream patients into public school systems, which saves the public school system up to \$200,000 per child in special education costs. Rather than receiving disability throughout adulthood, deaf individuals who are orally educated and auditorally competent are more likely to achieve gainful employment and independence. DHF

individualizes each child and adult's treatment to provide the extraordinary attention needed to optimize each deaf person's potential to hear, speak and receive a quality education.

To raise awareness about the gala, DHF is hosting two Preview Parties to invite potential sponsors and guests to learn more about the Dallas Hearing Foundation and its mission. The first preview party will be held May 19 2009 from 6:30-8:30pm at the Hickory Street Annex and the second preview party will be held in September at Marc Events on September 22<sup>nd</sup>.

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