**CI DAY 25th February 2020**

**I want to hear. Can you hear me?**

**To celebrate International Cochlear Implant Day on 25th February 2020, the European CI users’ associations want to make their voices heard loud and clear: I want to hear. Can you hear me? Their message is communicated through two videos showing people who are fully integrated into school and work life, thanks to their cochlear implants**.

The first video **"The School**" features a **10-year-old girl** who, thanks to early diagnosis, **simultaneous bilateral cochlear implantation** at the age of 9 months, and subsequent rehabilitation, **hears and speaks normally**. She is doing very well at school and does not need support teachers.

The second video: "**The businessman**" features a 40-year-old man who suffered from progressive hearing loss. He underwent **sequential bilateral cochlear implant surgery and was able to continue working as a successful businessman.**

To provide adults and children with the best possible hearing functionality, we call for comprehensive **neonatal and adult hearing screening**, **prompt provision of hearing aids or cochlear implants** where needed, and **specialized rehabilitation that includes speech therapy**. **Time is of the essence.**

Forward-thinking countries must invest in the prevention and treatment of hearing loss, by providing prompt access to the best technology and state-of-the-art hearing rehabilitation. **Investing saves money.** Properly rehabilitated hearing impaired people are typically able to work and pay taxes, rather than being a financial burden to society. **Every 1€ invested in treating hearing loss saves 10€ of costs to society further down the line.**

Investing in hearing technology improves lives and saves society money. **The cost of NOT providing hearing technologies has been shown to be greater than the cost of providing them**. For supporting information please see: <http://eurociu.eu/media/files/REVISED-EUROPEAN-SPEND-TO-SAVE-SUMMARY_ENGLISH_WEB.pdf>

**About EURO-CIU**

“EURO-CIU is a non-governmental and non-profit association, established in Luxembourg in 1995. The association consists of 33 national member associations from 24 European countries. Altogether EURO-CIU represents around 220.000 cochlear implant (CI) users across Europe, approximately 60% of whom are adults and 40% children. [www.eurociu.eu](http://www.eurociu.eu).

**Information for Press:**

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