



FOR IMMEDIATE RELEASE

MAJOR REBRAND ANNOUNCEMENT

National hearing health care organization rebrands to Canadian Hearing Services™

TORONTO, Jan. 20, 2020 – Canada's leading hearing health care organization is proud to announce the unveiling of its new name and logo. Going forward, The Canadian Hearing Society will be known as Canadian Hearing Services.

The rebrand aligns with the organization's renewed strategic focus to advance barrier-free communities for Deaf and hard of hearing Canadians. The rebrand provides a platform to better engage with our diverse client groups, by evolving and enhancing our suite of professional service and care offerings, to be the most comprehensive, full-service, innovative, hearing health care provider to all individuals and families across Canada.

"This rebrand represents a significant step in the evolution of our organization. We are redefining who we are and driving change to empower Deaf and hard of hearing Canadians," said Julia N. Dumanian, President and CEO, Canadian Hearing Services. "The new name and logo were developed after extensive quantitative and qualitative research and through a national collaborative process. We wanted to take bold steps to ensure our new brand aligns and supports our ambitious, national strategic goals."

"After 80 years of serving Deaf and hard of hearing Canadians, we are excited to honour our valuable history while advancing our mandate for the future. Canadian Hearing Services will continue to be a leader by advancing a barrier-free Canada," said Mark Wafer, Board Chair, Canada Hearing Services.

The new brand includes a fresh, new colour palette reflecting the organizational transformation underway with different hues of green which embody vibrancy, empowerment and renewed growth. The icon conveys communication outward and inward and constant and continuous improvement.

Canadian Hearing Services has also adopted a new tagline, "Raising the Bar™." This defines our ongoing commitment to excellence by raising our professional standards, implementing best practices and driving quality in all that we do. As part of our commitment to continuous improvement we have been recognized and awarded primer accreditation from Accreditation Canada.

Later this Spring, a fresh new client-friendly website will be launched as part of an extensive rebranding initiative. It will showcase the new Canadian Hearing Services brand via an engaging design through intuitive navigation optimized across all platforms.





About Canadian Hearing Services

Canadian Hearing Services is Canada's leading organization serving Deaf and hard of hearing Canadians. We are "Raising the Bar" on hearing health care standards to empower lives and drive excellence. Founded in 1940, Canadian Hearing Services is North America's largest, most comprehensive resource for people who are Deaf and hard of hearing – providing sign language interpreting, one-on-one language development for adults and children, employment consulting, sign language instruction, speechreading training, hearing testing, hearing aids, and counselling. It also offers a complete range of communication devices for communication assistance and augmentation in Canada such as text telephones (TTYs), visual smoke detectors, and more.

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