**{Practice Name} Offers Marvel Hearing Aid Technology for Children With Phonak Sky™ Marvel**

{City, State} {Date} – {Practice Name} is proud to offer Phonak Sky Marvel hearing aids, designed and engineered to provide children and infants the best hearing solution possible for optimal speech and language development.

“Featuring the latest technology, Sky Marvel offers the first operating system designed for children, 24% better speech understanding in noise, maximum access to all speech sounds and a powerful rechargeable battery that lasts all day,” said {Practice spokesperson first/last name with credentials} of {Practice name}.

**RogerDirect™ Integrated**

All Sky M devices now have RogerDirect™ integrated, which allows the Roger microphones to stream directly to Marvel hearing aids without having to attach an external receiver and the children to fully participate in conversations even in very noisy environments such as school activities.

**Universal Bluetooth® Connectivity**

Thanks to Marvel technology, Sky M is the world’s first pediatric hearing aid to offer universal Bluetooth® connectivity to Android and iOS devices.

“Given that 78% elementary students report they regularly use a tablet or smartphone and almost 80% of schools report using tablets in the classroom2, Sky M will ensure that children with hearing loss in the classroom have equal access to all these technologies,” said {Practice spokesperson first/last name with credentials} of {Practice name}.

**Facilitating the building of strong relationships, essential for children’s development**

According to the National Scientific Council on the Developing Child, children experience the world through relationships3. The quality and stability of these relationships lay the foundation for a wide range of developmental outcomes, including self-confidence, a sense of well-being, motivation to learn and achievement in school and later life.

“Research shows that back-and-forth interactions and turn-taking conversations are critical for building important bonds,” said {Practice spokesperson first/last name with credentials} of {Practice name}. “Sky M offers clear, rich sound and access to more words and more conversations. Thanks to industry-leading connectivity solutions, for children with hearing loss it is now easier than ever before to stay in touch with loved ones, and communicate using smart devices like their peers.”

Sky M devices are available in a wide range of colors and sizes, and designed to help children with mild, moderately severe, severe and profound degrees of hearing loss. For more information about the cutting-edge Phonak Sky Marvel, visit [www.phonak-us.com](http://www.phonak-us.com)

 Wolfe, J., Jones, C., & Rakita, L. (2018). Noise technologies: What do kids need and what do they want?, Phonak Field Study News, Retrieved from www.phonakpro.com/evidence, accessed August

2 Ofcom. (2019). Children and parents: Media use and attitudes report 2018. Retrieved from https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens/children-and-parents-media-use-and-attitudes-report-2018, accessed August 19, 2019.

3 National Scientific Council on the Developing Child. (2004). Young children develop in an environment of relationships. Retrieved from https://46y5eh11fhgw3ve3ytpwxt9r-wpengine.netdna-ssl.com/wp-content/uploads/2004/04/Young-Children-Develop-in-an- Environment-of-Relationships.pdf

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