

**FOR IMMEDIATE RELEASE**

**Media Contact:** Christy Post, Director of Development  
Rochester Hearing & Speech Center  
[cpost@rhsc.org](mailto:cpost@rhsc.org)  
585.271.0680 x1144



**Rochester Hearing & Speech Center Announces 1<sup>st</sup> Annual Super Hear-O 5K & Family Fun Day  
Presented by Excellus BlueCross BlueShield**

**Rochester, N.Y.** – Pow! Bam! Rochester Hearing & Speech Center (RHSC) is launching a new super-powered event to raise awareness and funds for the organization’s nonprofit mission. The Super Hear-O 5K & Family Fun Day, sponsored by Excellus BlueCross BlueShield, will take place on Sunday, June 30 beginning at 9:00 am at Seneca Park.

“We’re surrounded by superheroes,” says Bob Russell, RHSC’s President & CEO. “We’ve got little heroes who come to us for special education services or physical, occupational and speech therapies, and heroes of all ages who come to us for treatment of hearing loss. We’ve also got community heroes who make what we do possible, and staff heroes who go above and beyond every day. We hope to see all of these ‘Super Hear-Os’ running and walking on June 30.”

The Super Hear-O 5K is accessible and inclusive, with options for all ages and abilities. Participants may choose to do a 5K trail run, a 5K road walk/run, or a one-mile walk/run/roll/stroll. Wheelchairs and strollers are welcome on the road course, and spectators are encouraged! The event will feature a raffle, activities for kids, and free ice cream for all finishers (\$4/per person for spectators).

A special event on Thursday, June 27 from 5-7 pm serves as both packet pick-up for the 5K and a launch party for Heroes Brewing Company’s newest beer, the Hear-O Pale Ale, benefitting Rochester Hearing & Speech Center.

Registration for the Super Hear-O 5K is \$30 for all event options and will remain open until the morning of the event. Kids under 12 may register for free with a participating adult. All participants will receive a custom race bib and participants who registered before June 24 will receive a Super Hear-O 5K t-shirt.

For more information, visit: [www.rhsc.org/superhearo-5k](http://www.rhsc.org/superhearo-5k)

###

**About Rochester Hearing & Speech Center**

Rochester Hearing & Speech Center (RHSC) is the most experienced and longest standing provider of hearing, speech-language, educational, clinical, and developmental services in the greater Rochester area since 1922. We are a nonprofit agency providing comprehensive, evidence-based, client-centered services of the highest quality, with accessible solutions for all individuals in need. RHSC is committed to helping children and adults develop the skills and abilities necessary to “Communicate for Life.”