**Rochester Hearing & Speech Center Launches New 30x30 Challenge on June 1**

*New wellness challenge motivates Rochester to get moving to benefit nonprofit mission of RHSC*

**Rochester, N.Y. –** Rochester Hearing & Speech Center (RHSC) is launching a new wellness challenge on June 1 to raise awareness and funds for the organization’s nonprofit mission. The new 30x30 Challenge is simple: participants register online; design a fitness/wellness plan to meet their individual needs (ideas and suggestions are on the 30x30 page of RHSC’s [website](https://www.rhsc.org/30x30-challenge)); and then stick to it for 30 days.

All proceeds directly benefit programs and services at RHSC, including Educational & Clinical Services for children ages one-five with developmental disabilities and delays (special education, speech-language pathology, physical therapy, and occupational therapy), and Audiology Services (hearing screenings, hearing conservation services, and treatment of hearing loss) for individuals of all ages, from infants to seniors.

“The ability to communicate well is at the heart of good health. Everything we do is directly linked to better quality of life and better health outcomes for our clients and patients,” says Bob Russell, President and CEO of Rochester Hearing and Speech Center. “The 30x30 Challenge gives us the opportunity to educate the community about our nonprofit mission to help individuals of all ages ‘Communicate for Life!’ and the important role this plays in the overall health and wellbeing of children and adults of all ages.”

The event kicks off June 1 with a “30x30 Thursday” move and meet-up event. All interested individuals are invited for a hike/walk at Cobbs Hill Park, followed by a gathering for food and drinks at Three Heads Brewery at 6:30 p.m. “30x30 Thursday” events will be held each Thursday in the month of June at different locations throughout the Rochester area.

Registration for the 30x30 Challenge is $30 for individuals, $50 for families of three or more. All participants receive a Challenge t-shirt, and a bandana for their pet partner! Participants are also automatically entered into weekly raffles for wellness related prizes donated by community partners.

For more information, visit: [www.rhsc.org/30x30-challenge](http://www.rhsc.org/30x30-challenge).

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**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.”