

AMPLIFON FOUNDATION LANDS IN AUSTRALIA WITH THE "CIAO!" PROJECT FOR THE SOCIAL INCLUSION OF THE SENIORS

For the first time, the Amplifon Group's non-profit organisation has crossed the European border, bringing to Melbourne the initiative that already involves around 20,000 people in over 200 facilities in Italy and that last year landed in Portugal. It starts with six facilities and 600 seniors involved in the project

Milan, 11 July 2024 - The **Amplifon Foundation** crosses European borders and arrives in Australia. Today the Amplifon Group's non-profit organisation inaugurates the social inclusion activities of the "Ciao!" project to connect approximately 600 older adults, guests across six facilities in Victoria, Melbourne, creating entertainment and social occasions for them.

The initiative was brought about in collaboration with **Monash University** in Melbourne, which oversees relations with local partners and project impact assessment, and with **Amplifon's Australian subsidiary**, whose employees will be able to donate their time for volunteer activities with older adults.

*"With this new initiative, we are continuing our Foundation's internationalization process and, for the first time, we are crossing European borders, in line with Amplifon's DNA. - commented **Susan Carol Holland, President of the Amplifon Foundation** - We are very proud to bring our projects for the social inclusion of the older adults, already successfully launched in Italy and Portugal, to Australia as well and to allow the Amplifon Group's local employees to have a positive impact on people's lives through volunteer activities".*

*"We decided to launch the "Ciao!" project in Australia on the back of the successful experience we had first in Italy, where in just over three years we involved around 200 residences across the country and around 20,000 seniors, and then in Portugal. This initiative, which is open to all facilities who wish to participate, demonstrates how, thanks to the virtuous combination of new technologies and creativity, it is possible to create new opportunities for relationships and social inclusion for the older adults, especially for those who live in nursing homes" explains **Maria Cristina Ferradini, Fondazione Amplifon's Managing Director**.*

The Amplifon Foundation was established at the beginning of 2020 on the 70th anniversary of the Amplifon Group, world leader in hearing care services and solutions, with the objective of enabling people to reach their full potential in life, paying particular attention to the seniors at risk of marginalisation.

The same year also saw the launch of the 'Ciao!' project, amid the pandemic, to remedy the isolation which residents in nursing homes experienced, facilitating relations with families and opportunities for entertainment and recreation. Thanks to this initiative, retirement homes can equip themselves with the best video connection technology on the market to enable a full and emotional relationship between older adults and their families, fostering new opportunities for active involvement through recreational activities such as theatre, music, yoga, virtual travel, and much more. After the success of the initiative in Italy, and then also in Portugal, comes this new phase of the project in the Asia-Pacific region.

The first activities to start will be yoga and virtual travel. In addition, the screens will be used for communication between residents and their families, communities, or other facilities, as well as for individual telemedicine, rehabilitation, and physical activity sessions, but also for contact with legal, social, cultural and religious organisations.

In Australia, more than 200,000 people are housed in one of the country's more than 2,600 residential facilities for older adults. A survey of more than 10,000 Australians by the Royal Commission in Aged Care Quality and Safety emphasises the need to create opportunities for the seniors residents of care facilities to relate to each other, so that they can feel less lonely and happier.

Amplifon has been operating in Australia since 1997. The company, which is headquartered in Melbourne, has more than 430 shops and almost 1,600 people in the country.

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