



RAYOVAC

HEARING
HEROES™

2024

GET
INVOLVED



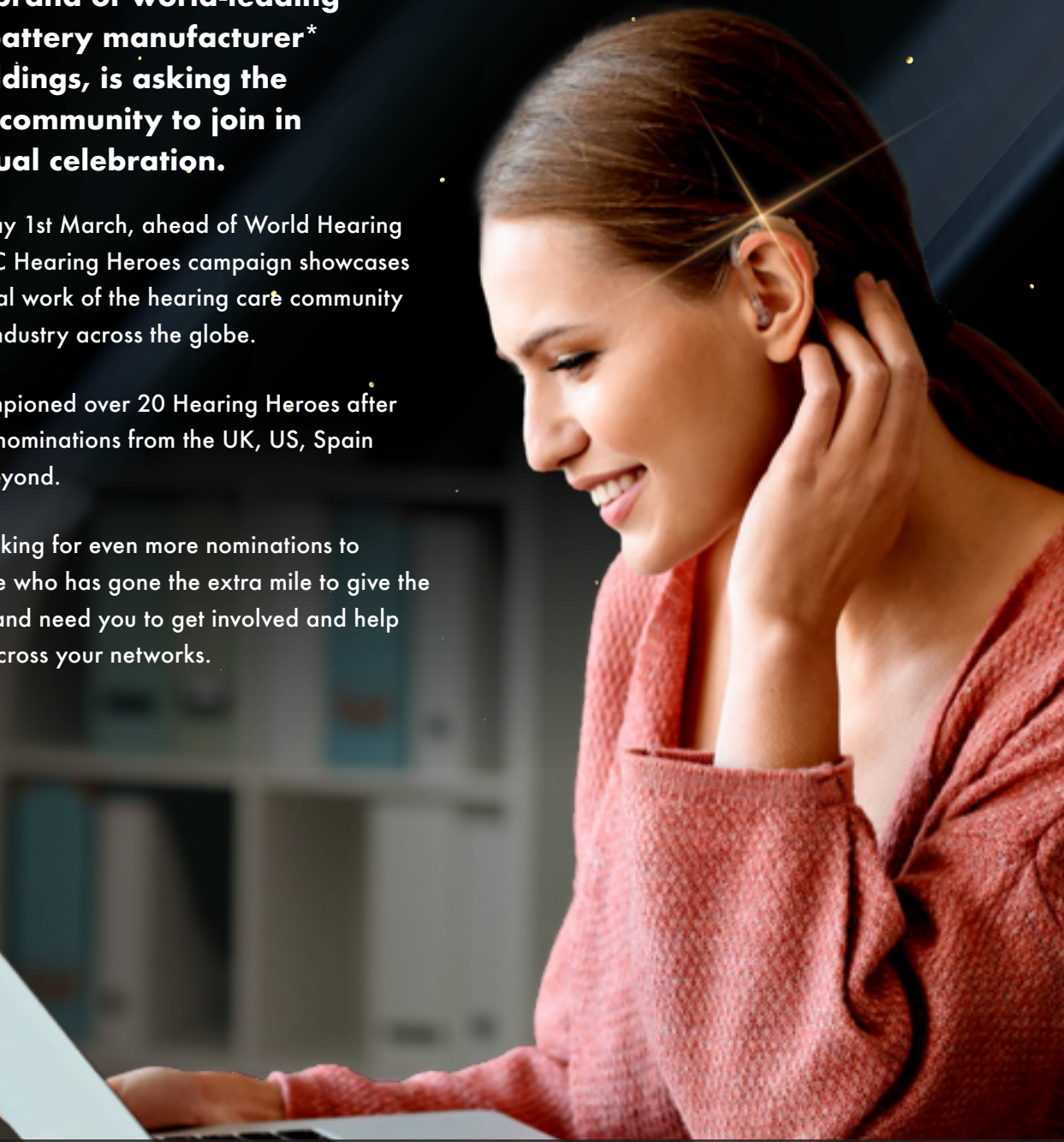
GET BEHIND OUR RAYOVAC HEARING HEROES CAMPAIGN 2024

RAYOVAC, a brand of world-leading hearing aid battery manufacturer* Energizer Holdings, is asking the hearing care community to join in with our annual celebration.

Launching on Friday 1st March, ahead of World Hearing Day, the RAYOVAC Hearing Heroes campaign showcases the transformational work of the hearing care community and professional industry across the globe.

Last year, we championed over 20 Hearing Heroes after receiving over 80 nominations from the UK, US, Spain and France and beyond.

This year we're looking for even more nominations to celebrate everyone who has gone the extra mile to give the power of hearing and need you to get involved and help spread the word across your networks.



HOW TO NOMINATE A HEARING HERO

Between 1st March and 19th April 2024, we want you, your colleagues, customers and hearing care professionals across the world to nominate their Hearing Heroes.

It's a simple process, just think of who you want to nominate and why, then enter this information online at www.rayovac.eu/hearing-heroes-24

You might want to let us know about their commitment to helping someone with hearing loss, the difference their care has made to someone's life and work, and any additional care or support they provide. There is also an option to add a brief video to explain your nomination, and to offer your Hearing Hero a personal thank you.

After the nomination deadline on 19th April 2024, all successful nominees will be featured on our prestigious online Hall of Hearing Heroes 2024, which will be revealed during Deaf Awareness Week commencing 6th May 2024.

Each individual Hearing Hero will also be given a social media badge to share the accolade on their own social media channels.

NOMINATE HERE

Remember, all nominations must be submitted online by 19th April 2024!



WHY TO NOMINATE A HEARING HERO

RAYOVAC Hearing Heroes campaign extends beyond just hearing care professionals and is a chance for us to say 'thank you' to anyone who has gone the extra mile in helping to give the power of hearing in some way.

By nominating your own Hearing Hero, you're helping to celebrate all the inspirational individuals who've made a difference and had positive impacts to the hard-of-hearing community.

Celebrate a job well done and those going the extra mile

Take the opportunity to recognise outstanding colleagues, peers and friends

Help spread some feel-good factor in the industry

WHAT CAN YOU DO TO SUPPORT THE CAMPAIGN?

You can support the campaign by letting your individual contacts and wider network know about the RAYOVAC Hearing Heroes campaign, and that nominations are open from **1st March until 19th April 2024**.

Some of the actions you can take include:



Posting an article on your website about it

[CLICK HERE](#)



Sending an email to your customers, friends and peers sharing the weblink



Add a banner to your email signature

[CLICK HERE](#)



Use our digital poster on your waiting room screen

[CLICK HERE](#)



Signing up to our newsletter to stay up to date with everything Rayovac Hearing Heroes

[CLICK HERE](#)



Connecting with RAYOVAC on **Facebook**, **Twitter** and on **LinkedIn** and share our posts



Using the **#RAYOVACHearingHeroes** and **#WorldHearingDay** hashtags so we can find and share your posts



Sharing our ready made social media graphics on your channels

[CLICK HERE](#)



Don't forget to tag us on **LinkedIn**, **Twitter**, **Facebook** and **Instagram** @HearWithRayovac

*Source: IDATA Research | Global Market Report Suite for Zinc Air Hearing Aid Batteries | March 2021

Any questions can be directed to us at habmarketing@energizer.com