

AMPLIFON COLLABORATES FOR THE FIRST TIME WITH LA SCALA THEATRE ON A PROJECT FOR STUDENTS AND SENIORS

PARTNERSHIP LAUNCHES THE “INVITATION TO LA SCALA” INITIATIVE, A PROGRAMME OF CONCERTS AND BALLETS TO MAKE LA SCALA THEATRE PRODUCTIONS MORE ACCESSIBLE

Milan, 12 February 2024 – **Amplifon**, the world leader in hearing care services and solutions, has partnered for the first time with **La Scala in Milan**, one of the world's most prestigious theatres.

For the current season, Amplifon will support the "**Invitation to La Scala**" initiative, a programme of mid-week concerts and ballets aimed at making La Scala productions more accessible to young and seniors. Over 20,000 people take part in the programme each season.

*“On the occasion of our 75th year of activity, for the first time, we are launching a collaboration with La Scala Theatre for a project that brings children and seniors closer to classical music, strengthening the link between Amplifon, music and responsible listening. We are particularly proud of this partnership, which unites an Italian company like Amplifon, founded in Milan and now present in 26 countries on 5 continents, with one of the world's most famous cultural institutions in Milan and Italy”, says **Susan Carol Holland, Chair of Amplifon.***

The partnership with La Scala is part of Amplifon's "**Listen Responsibly**" communication project, which aims to raise public awareness, particularly among young people, of the importance of **responsible listening** and **hearing prevention at all ages**.

The "**Invitation to La Scala**" programme includes four concerts and six ballet performances scheduled until the end of November.

And it is at La Scala Theatre that, in recent weeks, the **Amplifon Foundation** presented its "**Kindness Manifesto**", an initiative conceived and promoted by the Amplifon Group's corporate foundation to promote the social inclusion of the most vulnerable people. The project aims to stimulate a collective reflection on the importance of encouraging kindness as an action and a habit to be cultivated and trained in everyday life.

Amplifon

Amplifon is the world's leading group in hearing care services and solutions. Its goal is to allow people with hearing loss to rediscover all the emotions of sound, offering innovative and personalized products and services to guarantee the best solution for each customer. Founded in Milan in 1950, the Group, with annual revenues of over 2 billion euros, operates through a network of over 9,500 points of sale and 20,000 people in 26 countries on 5 continents. For further information: <https://corporate.amplifon.com>

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