



DEAF411, INC.
NEWS RELEASE

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Deaf411 Launches “Deaf-Friendly Cities in the U.S.” Project

What does a city need to accommodate Deaf residents?

NEW YORK CITY (Deaf411) – April 28, 2008 – Moving to a new town can be a stressful experience for anyone. Challenges are greater for people with hearing loss who seek businesses, restaurants, and social networks that are accessible to them. It is estimated there are 28 million Americans who have a hearing loss.

This research project, “Deaf-Friendly Cities in the U.S.,” announced today is a first step towards meeting the need for a comprehensive network of information to assist with relocation planning. By identifying services and businesses that are considered “deaf-friendly” or are “communication accessible”, potential consumers who may be deaf or have a hearing loss, will have the tools critical to making informed decisions.

Deaf411, a marketing and public relations company, has launched an internet video website with an online survey. This survey is part of their research to compile a report of “Deaf-Friendly Cities in the U.S.” which will be made available to interested consumers free of charge.

This research will involve identifying criteria of what a deaf person living in any city needs in terms of accessibility and general services; compilation of services and resources needed in that city, identifying and listing cities with proven track records of providing such services; attitudinal considerations, and other factors involved in determining what constitutes an ideal city that is fully accessible.

Areas covered in this project will include employment, government, business, and community services and opportunities. In the video at www.deaf411online.com/6.html, Michel Swafford describes some factors that a consumer who is deaf or has a hearing loss face when they move to a new city. Findings of the online survey and correlating research will provide a powerful tool for professionals and businesses with clientele who are pre-dominantly deaf or have a hearing loss.

The project is expected to take six months. More information on the “Deaf-Friendly Cities in the U.S.” project, the online survey, and the upcoming report is now available at www.deaf411online.com/6.html.

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