

Beltone finds new home on Route 1

By Mark E. Vogler

Beltone Hearing Aids Center in Saugus celebrated a Grand Opening yesterday with a ribbon-cutting ceremony at its new location, 171 Broadway in the For Eyes Plaza (Route 1 South).

"We look forward to serving the public with a truly committed staff and the highest quality of care in hearing health," said Brian Snowden, Beltone New England's Owner and President, who joined local staff at the event.

"This new hearing care facility is one of the most advanced in the region with state-of-the-art testing equipment. Beltone is excited to provide the very best in hearing care to the Saugus Community," Snowden said.

Beltone, which has been in Saugus for about five years, relocated recently from space it rented in Sears at the Square One Mall. The company provides hearing evaluations and dispenses hearing aids. The relocation is part of an overall effort to get closer to the community, according to the Saugus location's Hearing Instrument Specialist, Anita McGrory, BC-HIS, MS in Audiology.

"We're also looking to set up a free evaluation for the town employees of Saugus," McGrory said.

"I do a lot of hearing health seminars to promote hearing and hearing health. Taking care of your hearing is very impor-



GRAND OPENING: Board-Certified Hearing Instrument Specialist Anita McGrory does the ribbon-cutting honors at the Grand Opening of the new Beltone Saugus location at 71 Broadway yesterday (July 13). Also pictured is Beltone New England's Owner and President, Brian Snowden (far right). Standing next to Snowden is Susan Champagne, Operations Manager/Executive Assistant to Michael Androzzio/Brian Snowden. Also in attendance are Beltone New England's Vice President of Marketing, Teesha Williams (to the left of and behind Snowden); and Beltone New England's Marketing Coordinator, Marissa Anderson (far left). Many patients were also in attendance. (Courtesy Photo to The Saugus Advocate)

tant. If you don't, it can contribute to memory loss and eventually lead to Alzheimer's and dementia if not treated," McGrory said. The Danvers resident received her master's degree in audiology from the University of Rhode Island.

Also in attendance from Beltone New England yesterday were Mary Sparks, Patient Care Coordinator; and Susan Champagne, Operations Manager/Ex-

ecutive Assistant to Michael Androzzio/Brian Snowden.

"Hearing is a sense many of us take for granted until it begins to slip away," according to Snowden.

"Hearing well is important to being happy, and allows us to stay connected to the people, activities and sounds we love. Prioritizing hearing health is more important than ever as millions of Americans suf-

fer from some form of hearing loss," he said.

People can schedule a hearing screening and learn about the warning signs of hearing loss, Beltone's testing process, the latest technology and much more by calling Beltone at 978-774-6363, or visiting the new location.

Beltone New England is part of the largest Beltone distributor in the country with more than 48

locations in six states. The company's offices are equipped with the latest state-of-the-art testing equipment to ensure accuracy of all their testing procedures. Their team of Hearing Instrument Specialists and Audiologists are continually trained in new technology and service techniques, allowing them to offer continual, reliable care to their patients. For more information, visit www.Beltone.com.