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Gordon Flesch Charitable Foundation Gives the Gift of Hearing

MADISON, Wis. (July 23, 2007) – The Easter Seals of DuPage and the Fox Valley Region received a \$5,230 donation from the Gordon Flesch Charitable Foundation at an awards presentation held at the Jayne Shover Center in Elgin, Ill. on July 10. The funds will help identify and rehabilitate infants and young children with hearing loss.

The mission of the Easter Seals organization is to provide exceptional services to individuals with disabilities and special needs, helping them live better lives with equal opportunities to live, learn, work and play. The Gordon Flesch Charitable Foundation's donation will help finance new testing equipment to diagnose hearing problems in infants and, as a result, identify the best hearing aid for the child.

“Our old equipment to test infants for hearing aids became outdated about one year ago,” said Debbie Smith, an audiologist for the Easter Seals. “Thanks to the generosity of the Gordon Flesch Charitable Foundation, we will now have the equipment necessary to give hearing impaired infants the same advantages as everyone else.”

Remaining true to the company vision to “serve the communities where we work and live,” the Gordon Flesch Charitable Foundation, Inc. has donated more than \$700,000 to various charities and organizations in Illinois, Ohio and Wisconsin since its inception in 2002. Each year, grants totaling \$100,000 are awarded throughout the communities where the Gordon Flesch Company does business.

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Technology that works. People who perform.

“The creation of the Charitable Foundation formalized a spirit of generosity that has been part of the Gordon Flesch Company culture since the beginning,” said Ann Myers, president of the Gordon Flesch Charitable Foundation. “It is a reflection of the company’s awareness that we make a living by what we get, but we make a life by what we give.”

The Gordon Flesch Charitable Foundation, Inc. is led by a board of five employee volunteers. The charities are selected from nominations submitted by individual associates throughout the Gordon Flesch Company. Organizations, large and small, that provide assistance to those suffering from disease or recovering from disaster are given priority attention. This year, the selected organizations represent a near equal distribution of half disease-related and half disaster-related causes.

Experts in office equipment, technology products, leasing and onsite services, the Gordon Flesch Company has been in business for more than 50 years. As one of the nation's largest independent digital office equipment dealerships, the company employs more than 700 people throughout 19 offices in the Midwest.

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