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## PRESS RELEASE

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### CEID Celebrates 40th Anniversary throughout 2020

Berkeley, CA – As we embark on 2020, the Center for Early Intervention on Deafness (CEID) is thrilled to begin celebrating 40 years of maximizing communication potential for individuals who are deaf or hard of hearing (D/HH), through early education programs, family support and community audiology services.

Founded in 1980 by Jill Ellis and colleague Mary Molacavage, CEID was established in response to the need for specialized programs for very young children who are deaf or hard of hearing. Specialized services were not available through school systems and parents desperately sought support to help them and their children with hearing loss and language and communication development skills. With a staff of just two out of a small classroom in the basement of a church in San Francisco, Ellis strived to meet this need by creating an agency that tailored its focus on making sure that children who are D/HH had every opportunity at a young age to meet their full potential.



Today, CEID boasts a staff of 34, has grown its programs to include multiple classrooms, community trainings and audiology services that are offered at the new main center in Berkeley and satellite center in Oakland. But CEID's core values remain the same. We know that truly caring for somebody goes far beyond just meeting their individual medical and educational needs. CEID helps individuals and families build confidence and foster their ability to thrive through offering a holistic approach to development.

“Our team is so proud to be celebrating 40 years of impact in the Bay Area. This anniversary lets us reflect on our successes and make new connections with the community as we plan for the future. Over four decades, we've seen time and time again that holding high expectations while providing the resources, information and support to maximize a child's potential truly works. We're proud to have adapted and grown to serve other unmet needs in our community beyond early education and expanded our services to include hearing testing and hearing aid dispensing for people of all ages and income levels. Our core belief that everyone deserves

excellence of care and support remains a guidepost as it was 40 years ago. We are excited to continue that for another 40 years!” says Executive Director Cindy Dickeson.

During this celebratory year, CEID staff will strengthen ties with alumni and their families, increase support through donors and volunteers, and raise awareness of the importance of our work. We are excited to reflect on each decade that CEID has existed in the 1980s, 1990s, 2000s, and 2010s to honor the accomplishments and partnerships made during those times. Moreover, CEID will take this year to expand outreach to new communities and secure funding to sustain our future.



Throughout 2020, CEID will be hosting a number of events to celebrate the 40<sup>th</sup> Anniversary:

- **“Discover CEID” Tours:** Community members are welcome to visit for a light breakfast and a short tour to learn about CEID’s programs and impact through the past 40 years and today. RSVP free at [www.ceid.org/discover-ceid](http://www.ceid.org/discover-ceid)
  - **Tuesday, February 25<sup>th</sup>** from 9am-10am
  - **Wednesday, March 25<sup>th</sup>** from 9am-10am
  - **Tuesday, April 14<sup>th</sup>** from 9am-10am
- **CEID Walk-a-Thon, Saturday April 25th** at Lake Merritt, Oakland  
Celebrate our largest community event of the year with special anniversary theme, “Stepping up for another 40 years!” Learn more at [www.ceid.org/walk-a-thon](http://www.ceid.org/walk-a-thon).
- **CEID Golf Tournament & Celebration Dinner, Monday October 26th** at Contra Costa Country Club, Pleasant Hill  
An annual fundraising event initiated by the Ellis family 37 years ago, the golf tournament features many of our long-time supporters. Golf with us, and/or attend the evening festivities with dinner and cocktails.

We can’t wait to celebrate all that CEID has accomplished in the past 40 years and to look forward to all we will do in the next 40 together.

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The Center for Early Intervention on Deafness provides education and audiology services to over 1,200 individuals who are deaf or hard of hearing and their families from eight Northern California counties. Our specialized early childhood education emphasizes “total communication” and extensive therapies (including speech, occupational, and physical); home visits; and parent education and support. At our two Audiology Clinics, one in Berkeley, the other in Oakland, we offer friendly, patient oriented services including comprehensive hearing evaluations and fittings of hearing aids and other amplification devices.

To learn more about us, visit our website [www.CEID.org](http://www.CEID.org)