



Earstorms Headphones: How having a sick child led to a company with the vision of giving free high-quality headphones to hospitalized children.

His 10-year-old daughter had always been a thin girl, but when the family arrived in the emergency room, Gil Ford was told his beloved daughter should be dead. An emergency series of blood transfusions raised her deathly-low hemoglobin level, but her hospital stay was lengthy and she was only allowed to listen to music if she had headphones, which helped get her through the pain of needle after needle.

During the ordeal, the doctor came in and commented that Ford's daughter was much more lively than she had been. The doctor attributed it to listening to music and, being a headphones distributor, Ford had an epiphany. He vowed to ensure every sick child has a pair of headphones and Earstorms Headphones was born.

Rather than relying on sales to the general public to build the company, Ford wants to distribute Earstorms Headphones directly to children's hospitals with the co-branding support of corporate partners. Each partner's logo will be on one headphone with the Earstorms logo on the other and a pair will be given away for every pair of headphones purchased.

"It was hard to see a child go through such hardship - not only that, but my own child. So, to make being in the hospital easier for kids, we started a line of headphones that are really light. That way, they're comfortable for small children to wear, but they're also comfortable for adults. I not only wanted them to be comfortable, but to sound good and be affordable, Ford said.

“For every pair we sell, we’ll give a pair away to a children’s hospital or veterans groups like K9s For Warriors - it depends on which charities we’re working with at any given time. So, when you buy a pair of Earstorm Headphones, you not only get a great product, but you’re partnering with a company that cares and wants to make a difference.”

Because of his experience with his daughter being sick, Ford was initially focused on sick children, but others who heard about Earstorms Headphones asked Ford for help.

“Groups that work with veterans who come back from war have told us that music makes their lives better when working through the trauma they’ve experienced. After my daughter was in the hospital, I realized just how much the world is wrapped around music and what it means to people coping with hardship. So, for every pair that’s sold, we will give a pair away,” Ford said.

To check out Earstorms headphones visit <http://www.getearstorms.com/>
<https://www.youtube.com/watch?v=2cMHbUurC8U> or <https://www.facebook.com/earstorms/>