



For Immediate Release – February 22, 2022

Lou Ferrigno—The Incredible Hulk—to Open Cochlear Implant Conference

Washington, D.C.: American Cochlear Implant Alliance (ACI Alliance) is pleased to announce that Lou Ferrigno, popularly known as The Incredible Hulk (a trademark of Marvel Characters, Inc), will participate in the Opening Session at CI2022 DC: Emerging Issues in Cochlear Implantation (CI). The conference will be held in Washington, DC May 18-21, 2022 at the Renaissance Washington Hotel.

Lou Ferrigno is an American actor, fitness trainer, and inspiration to several generations of film and TV fans. He has spoken previously about his hearing loss from childhood, how it affected him personally and professionally, and how he communicated using hearing aids and lipreading. In February 2021, he received a cochlear implant (CI) and has been open about how it has changed his life.

In July 2021, Lou spoke with ACI Alliance Executive Director Donna Sorkin about his experience since receiving a CI, sharing his perspectives about overcoming challenges throughout his life. A friend's success with a cochlear implant provided the impetus to explore one for himself, and he spoke about the listening practice strategies he is using to improve his CI outcomes.

CI2022 DC will address CI topics on emerging issues such as expansion of cochlear implantation to people with single-sided deafness and more residual hearing; clinical trials and research; and rethinking (re)habilitation and education for children. The Opening Session with Lou Ferrigno will be at 8:30AM on May 19, 2022.

ACI Alliance is a not-for-profit membership organization created with the purpose of eliminating barriers to cochlear implantation by sponsoring research, driving heightened awareness, and advocating for improved access to cochlear implants for patients of all ages across the US.

*To watch the ACI Alliance interview with Lou Ferrigno: www.acialliance.org/page/IncredibleHulkCI

*For more information on CI2022 DC: www.acialliance.org/page/CI2022

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