



INTERNATIONAL DAY OF LISTENING

SEPTEMBER 20, 2018

To: Media

Subject: **INTERNATIONAL DAY OF LISTENING HOPES PARTICIPATION REVERSES TREND OF POOR LISTENING SKILLS**

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MEMPHIS, Tenn. ---- People love smartphones and social media, to the point where recent research shows that young people are not developing good social skills, conversation skills, or empathy skills—all of which are related to listening and are important for success in life and on the job. Much of this is a result of the increased poor use of technology in our day-to-day communications.

To help reverse this trend and underscore the value of listening, the **International Listening Association (ILA)** is sponsoring the **International Day of Listening** on Thursday, **September 20, 2018**.

The day will feature events all over the world, from one-on-one conversations among friends to promoting conversations among countries in conflict.

The theme for this year is **“Listen - even when you disagree.”**

“The purpose of the International Day of Listening is to increase awareness of the value of listening and provide resources to help people develop better listening skills,” said Sheila Bentley, a past-president of the ILA. The ILA is asking people to use the free materials on the IDL website and invite one other person or gather a group to practice listening.

Check out www.internationaldayoflistening.com. You will find a wealth of information about how to conduct disagreeable discussions, as well as an invitation to participate in this year’s IDL activities. This year we are planning to hold Listening Cafes —where people will sit down together to discuss a controversial topic—perhaps over coffee, sodas, or light refreshments, and perhaps find solutions, rather than create more discord.

The ILA is non-profit professional organization dedicated to the study and promotion of effective listening. Formed in 1979, it has grown into an international community working in more than 19 countries.

Join us in creating a world that listens more, listens better, and helps us all become better humans.

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Regards,
Jean Francois Mathieu, Chairperson
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International Listening Association

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www.listen.org