

INSERT YOUR PRACTICE LOGO AND
CONTACT INFORMATION HERE



(Insert Date)
FOR IMMEDIATE RELEASE

CONTACT: (Insert Your Full Name)
(Insert Your Telephone Number)

(INSERT NAME OF YOUR PRACTICE) HOSTS HEAR FOR YOU OPEN HOUSE DURING BETTER HEARING MONTH TO RAISE AWARENESS ABOUT HEARING HEALTH

(Insert your City and State)— Today, (Insert Name of Your Practice) turns up the volume on Better Hearing Month by hosting **Hear for You**, a one-day open house featuring hands-on education and critical information about hearing loss, treatment and strategies for hearing loss prevention. This event is free of charge to the general public and designed for anyone interested in learning more about the importance of hearing health. It will be held from (insert hours) at (insert address and mapquest link if possible).

“I am pleased to host **Hear for You** because I understand the critical role that hearing plays in ensuring a high quality of life,” said (insert your name, title and designation). “As a clinically trained audiologist, I am committed to advancing best practices in hearing healthcare and to raising awareness about the risk of preventable hearing loss due to noise damage or exposure to ototoxic drugs.”

Hear for You features interactive activities that showcase the inner workings of the inner ear and tips for preventing hearing loss. Attendees have an opportunity to get a first-hand look (and listen) at how sound is measured and to participate in a pure-tone hearing screening and a written hearing inventory to determine if and when a comprehensive diagnostic hearing evaluation is recommended.

Comment [MSOffice1]: You may insert or delete activities that do not apply to your plans.

“Hearing is a gift that helps us to learn, share ideas and enjoy pleasures such as music, nature and conversations with friends and loved ones,” said (insert prefix and last name), “and untreated hearing loss can result in negative social, psychological, and cognitive health effects.”

It is estimated that more than 30 million Americans have a hearing loss (approximately 1 out of 10 people). Hearing loss affects people of all ages. In fact 65 percent of people with hearing loss are younger than age 65! One in six baby boomers have a hearing problem. One in fourteen Generation Xers



is sponsored by



with special thanks to the Minnesota Academy of Audiology

already have hearing loss. At least 1.4 million children have hearing problems (source: *Better Hearing Institute*).

“Unfortunately, damage to the inner ear from loud noise, aging, exposure to ototoxic drugs and certain medical conditions can reduce our ability to hear—often happening so slowly and subtly that others may notice the change in our hearing before we do,” said (insert prefix and last name). “Fortunately the quality patient care provided by qualified audiologists, coupled with today’s technology can significantly enhance and protect hearing health.”

Please contact (insert name) at (insert e-mail address) or (insert phone number) to find out more information about *Hear for You*.

About (Insert Name of Your Practice)

(Insert a paragraph describing your practice and providing e-mail and website information.)

About the Academy of Doctors of Audiology (ADA)

ADA and its members are dedicated to leadership in advancing practitioner excellence, high ethical standards, professional autonomy, and sound business practices in the provision of quality audiologic care. For more information about ADA visit www.audiologist.org.

###



is sponsored by



with special thanks to the Minnesota Academy of Audiology