



## NEWS

*For Immediate Release*

### **Advanced Hearing Launches ‘Operation Hear-Safe’ Audiology Center to Donate Hundreds of Ear Plugs to Prevent Hearing Loss**

**Rochester, New York - August 11, 2005** - Advanced Hearing Aid Center of Greece is launching a new preventive hearing health program this week.

Called, “**Operation Hear-Safe**,” the program will include donation of ear plugs to non-profit organizations and/or events where exposure to loud noises could damage hearing.

The first donation of ear plugs will be today to coincide with the start of races at Watkins Glen. Advanced Hearing will donate 500 sets of ear plugs – free of charge – to the Cornell Cooperative Extension in Schuyler County. Staff at Cooperative Extension will distribute them in the Watkins Glen area during the next few weeks.

Next week, Advanced Hearing Aid Center will donate several hundred more ear plugs to the Cornell Cooperative Extension in Monroe County, which will distribute them later this month at the State Fair in Syracuse. Additional donations will be made as the program continues.

“One of the most common causes and more preventable types of hearing loss is prolonged exposure to loud noises,” says Dr. Carrie Adamson, a doctor of audiology at Advanced. “Listening to race cars roar by for hours can produce symptoms that may stay with you for a long time, if not permanently.”

“Our goal with this program and in our practice every day is to help people take care of their hearing, and raise awareness of the causes and symptoms of hearing loss,” says Andrew Morabito, Board Certified Hearing Instrument Specialist and Founder of Advanced Hearing Aid Center.

#### **Things to Know about Hearing Loss**

- Hearing loss is almost painless, there are no physical warning signs, except in some cases there may be ringing in the ear(s).
- Hearing loss in adults is the accumulation of two or more causes, such as exposure to loud noises and family history
- Hearing loss can occur from exposure to engine noises, firearms, or loud musical concerts

- Hearing loss can be prevented with the use of ear plugs, ear muffs or headphones when confronted by excessive noise
- Hearing loss can interfere with the quality of life - prevent you from hearing important information, cause misunderstandings and heighten stress.

Advanced Hearing Aid Center of 1100 Long Pond Road, Rochester, NY 14626 provides comprehensive audiological evaluations and hearing aid services. The Center is located in the Country Village Plaza at the corner of Long Pond Road and Maiden Lane, Greece.

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