



NEWS

For Immediate Release

Summer Activities focus of 'Operation Hear-Safe' Audiology Center to Donate Hundreds of Ear Plugs to Prevent Hearing Loss

Rochester, New York – July 5, 2006 - Advanced Hearing Centers is continuing its 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.

Advanced Hearing is donating 300 sets of ear plugs to the Cornell Cooperative Extension in Monroe County, whose staff will distribute them at various events and activities like the Monroe County and New York State Fairs.

"One of the most common causes and more preventable types of hearing loss is prolonged exposure to loud noises," says Dr. Carrie Adamson, Doctor of Audiology at Advanced. "Listening to loud machinery or loud music, not to mention for instance race cars at Watkins Glen can cause permanent damage to your hearing."

Jane Amstey, 4-H Youth Development Program Leader at Cornell Cooperative Extension of Monroe County says, "This is one of the many ways we can help our members and constituents stay healthy in outdoor environments where they are often exposed to noises that can be harmful."

"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 Centers.

Things to Know about Hearing Loss

- Hearing loss is typically painless, there are no physical warning signs, except in some cases there may be ringing in the ear(s).

- Hearing loss in adults may be the accumulation of more than one cause, 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 interferes with the quality of life - prevents you from hearing important information, causes misunderstandings and heightens stress.

Advanced Hearing Centers - 1100 Long Pond Road, Rochester, NY 14626 and a soon-to-open new office – 2000 Empire Blvd. Webster, NY 14580 provides comprehensive audiological evaluations and hearing aid services.

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