



## NEWS

*For Immediate Release*

### **'Operation Hear-Safe' Reaching Out to Local Veterans** **Advanced Hearing offering free services to veterans to counter the rising incidence of hearing loss**

*Rochester, New York – February 8, 2006* - Advanced Hearing Aid Center of Greece is asking all area veterans to make their hearing health a top priority.

As part of its community service program, Operation Hear Safe, during the month of February, Advanced Hearing Aid Center is offering all area veterans:

- Free hearing screening
- Free video otoscopy (fiberoptic view of the ear canal and ear drum)
- Free cleaning of hearing aids
- Free 4-pack of hearing aid batteries
- 40% discount on all brands of hearing aids

To receive these benefits veterans should call Advanced Hearing at 225-1100 for an appointment and bring in proof of service.

“Our goal is to help out local veterans who might need assistance and also raise general awareness about noise-induced hearing loss, and simple ways to prevent it,” says Dr. Carrie Adamson, an audiologist with Advanced Hearing Aid Center.

According to recent studies\*, the number of claims for hearing loss among veterans is expected to grow for several reasons. Vietnam-era veterans, now in their 50's and 60's, are beginning to suffer symptoms resulting from exposure to loud noises. Also, many of the individuals who have served in combat in the conflicts in Iraq and Afghanistan may have lost part of their hearing because of exposure to weapons fired at close range.

Nelson Peck, President of local Chapter 20, Vietnam Veterans of America, says, “I wear hearing aids in both ears. I'm sure my hearing loss resulted from my combat duty in 'Nam.”

In recent years, the armed services have put in place much more stringent standards for hearing protection, and Congress ordered a study of hearing loss in the military.

“That's a good thing,” adds Dr. Adamson. “We see too many patients whose hearing loss could have been prevented. There are many things available for military people and for anyone to protect their hearing against noise-induced hearing loss.”

#### **About Operation Hear Safe**

Operation Hear-Safe was launched by Advanced Hearing Aid Center in August 2005 as a community service to raise awareness for and prevent hearing loss. Last August gave away hundreds of ear plugs to the Cornell Cooperative Extension for use at Watkins Glen and at the State Fair in Syracuse.

### **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.

\* National Academy of Science's Institute of Medicine

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*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. Telephone: 585.225.1100 [www.advancedhearingcenters.com](http://www.advancedhearingcenters.com)*

### **Media Contact**

Gabe Dalmath  
Dalmath Associates Inc.  
585-586-6650 (o)  
585-586-6513 (f)  
[gdalmath@dalmath.com](mailto:gdalmath@dalmath.com)