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NEWS RELEASE

Contact: First Name Last Name Phone Number
E-mail Address

FOR IMMEDIATE RELEASE

Hearing Loss: Is the Third Most Common Health Problem in the United States

(CITY, STATE—DATE)—Hearing loss currently affects more than 36 million Americans today. Although hearing problems are commonly associated with the normal aging process, more than half of all hearing-impaired persons are younger than 65. With the increased use of personal music players (MP3s) and earbuds, the number of Americans experiencing hearing loss at a younger age is growing.

On average, most Americans consider hearing loss a condition that is simply associated with aging, and don't know how to recognize the condition or who is qualified to diagnose and treat the condition. In an effort to raise public awareness for the growing number of Americans suffering from hearing loss, the American Academy of Audiology in conjunction with [ORGANIZATION] is celebrating **Better Hearing Month** this May.

As part of Better Hearing Month, [ORGANIZATION] is encouraging consumers to be more aware of their hearing health.

"Hearing loss can be caused by exposure to loud noises; ear infections, trauma, or ear disease; harm to the inner ear and ear drum; illness or certain medications; and deterioration due to normal aging process," explains [AUDIOLOGIST, TITLE].

An audiologist is a highly educated and clinically experienced health-care professional who specialize in evaluating, diagnosing, and treating people with hearing loss and balance disorders. Hearing loss can affect patients of all ages—newborns, infants, babies, toddlers, children, teens, adults, and the elderly.

You may have a problem with your hearing and need to see an audiologist, if you have trouble hearing conversation in a noisy environment such as a restaurant, are unable to hear people talk to you without looking at them, or have a constant ringing or pain in your ears.

The first step in treatment of a hearing problem is a hearing evaluation by an audiologist.

[ORGANIZATION]'s audiologists have a variety of specialties to include, but not limited to:

- Performing Hearing evaluations on newborns and infants
- Prescribing and fitting hearing aids
- Assisting with cochlear implant programs
- Performing ear- or hearing-related surgical monitoring
- Designing and implementing hearing conservation programs and newborn hearing screening programs
- Providing hearing rehabilitation training such as
 - Auditory training
 - Speech reading
 - Listening skills improvement

Although most hearing loss is permanent, an audiologist can determine the best treatment, which may include hearing aids, assistive listening devices, and hearing rehabilitation.

For more information or to schedule an interview, contact us at [CONTACT INFORMATION].

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[INSERT SHORT PARAGRAPH HERE ABOUT YOUR ORGANIZATION]