Instructions: Fill in all highlighted areas. Unless you’re a sole proprietor, best to have an

office manager or assistant listed as the contact person with his/her cell and

email. After you fill in all highlighted areas, remove the parentheses and these

instructions and email the release to your local media outlets. Best to cut-and-paste release

into the body of the email. Have admin or assistant send to media.

***NEWS*  Contact:** (Your Contact Name)

FOR IMMEDIATE RELEASE (Your Company Name)

(Your cell phone number)

(Email address)

**The American Academy of Audiology and (Your Company Name) Recommends Protecting Your Hearing at Independence Day Fireworks Celebrations**

Americans impacted by hearing loss hits record numbers

**(YOUR CITY, State, and the month, date, year)—**This Independence Day, many Americans will attend firework displays and the American Academy of Audiology and (Your company name,) a member of the Academy is advising the public to exercise caution and remember to protect hearing from loud fireworks that may damage hearing. Professional fireworks, as well as those used in the backyard, can be extremely detrimental to hearing.

Each year, growing numbers of Americans are reporting hearing loss. While most of this is due to aging and other factors, exposure to loud noise also is a leading cause of hearing loss. Noise from fireworks can reach up to 155 decibels. To put this into perspective, this is louder than a jet plane taking off (150 decibels from 25 meters away) or a jackhammer (approx. 100 decibels). Damage to hearing can come from multiple lifetime exposures as well as a one-time blast. According to the Centers for Disease Control, [loud noise over 120 decibels may cause immediate harm to hearing.](https://www.cdc.gov/nceh/hearing_loss/what_noises_cause_hearing_loss.html)

Surprisingly, the greatest risk to hearing is not the professional fireworks displays (although they do pose a risk), but rather the backyard fireworks people use themselves to celebrate. “Never hold a firework or firecracker, with the intention to throw it before it explodes. Even if you do throw it in time (to avoid injury to your hands and face), if it is anywhere close to you when it explodes, your hearing can be immediately and permanently damaged,” cautioned (Your name, title and company name). “The inner ear contains delicate cells which do not regrow. Once these are damaged by noise, the result may be permanent hearing loss.”

Signs of hearing loss may include:

* Hearing ringing, buzzing, or hissing noises one or more days after exposure to fireworks.
* Muffled hearing after the fireworks.
* Suddenly having to turn up the volume of the television, radio, or stereo and having other family members complain that the volume is too loud.
* Difficulty understanding people speaking to you and asking people to repeat themselves.
* Difficulty with phone conversations and understanding the other person.
* Sudden inability to hear the doorbell, crickets, the dog barking, and other household sounds.
* People telling you that you speak too loudly.
* Difficulty understanding speech in background noise.

The National Institutes of Health [recommends using ear plugs](https://www.nidcd.nih.gov/health/listen-infographic) or other hearing protection when around fireworks or other loud noises. Children are particularly vulnerable. “Children are at particular risk for hearing loss from ‘backyard’ fireworks displays, because of smaller ears result in an even louder sound reaching the inner ear, potentially causing even greater damage,” (Your last name) explained.

The numbers of Americans facing hearing loss is at a record high and rising annually. Outdoor activities involving loud noise can pose a significant threat to hearing health. [More than 40 million](https://www.cdc.gov/mmwr/volumes/66/wr/mm6605e3.htm?s_cid=mm6605e3_w) Americans have some type of hearing loss with approximately [10 million](https://www.nidcd.nih.gov/health/noise-induced-hearing-loss) of those attributable to noise-induced hearing loss—exposure to loud noise.

(Your company name) recommends that anyone experiencing hearing loss or suspecting they may have hearing loss see an audiologist. For more information, visit ([www.yourwebsiteaddress.com](http://www.yourwebsiteaddress.com).)

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**About (Your Company Name)**

(Information on your company and your company website go here.)

**The American Academy of Audiology** is the world's largest professional organization of, by and for audiologists. Representing the interests of audiologists and future audiologists nationwide, the Academy is dedicated to providing quality hearing care services through professional development, education, research, and increased public awareness of hearing and balance disorders. For more information, visit [www.audiology.org](http://www.audiology.org).