

MEDIA ALERT

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Rochester Hearing & Speech Center Promotes Hearing Health for Local Musicians and Music Lovers with FREE “Ears & Beers” Event at The Bug Jar on Saturday, May 6
May is National Better Hearing & Speech Month

Rochester, N.Y. – Rochester Hearing & Speech Center is teaming up with The Bug Jar and Dutch Creatives’ Collaborative to present a FREE event at The Bug Jar this Saturday focused on hearing health for musicians, music lovers and those that work in the entertainment industry.

The “Ears & Beers” event features an interactive presentation on how to safeguard hearing when exposed to loud music and entertainment environments, and discounts will be available on earmold impressions and custom musicians plugs. These specialized plugs help protect hearing without sacrificing the fidelity of the sound – which is critical for musicians.

“The music industry isn’t regulated,” says Dr. Gregory Horton, Director of Audiology with Rochester Hearing & Speech Center, “so it’s up to musicians and support staff to educate and advocate for themselves and to incorporate hearing health into their regular healthcare routines. As a musician myself this is a personal passion of mine and I really enjoy helping fellow musicians protect their most important instruments—their ears.”

Repeated and prolonged exposure to music of varying intensities can lead to a wide variety of disorders including hearing loss and tinnitus (ringing in the ears). While this event is targeted to musicians, it is beneficial for anyone who is exposed to excessive noise. Did you know that:

- 5 in 10 young people listen to their music or other audio too loudly.
- 4 in 10 young people are around dangerously loud noises at concerts and sporting events.
- Because of this, the fastest growing demographic for individuals experiencing hearing loss is under 30 years old.
- The World Health Organization estimates 1.1 billion young adults worldwide are at significant risk of hearing loss from recreational noise exposure.

This event falls during Better Hearing & Speech Month, which began May 1.

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About Rochester Hearing & Speech Center

Rochester Hearing & Speech Center (RHSC) is the most experienced and longest standing provider of hearing, speech-language, educational, clinical, and developmental services in the greater Rochester area since 1922. We are a nonprofit agency providing comprehensive, evidence-based, client-centered services of the highest quality, with accessible solutions for all individuals in need. RHSC is committed to

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helping children and adults develop the skills and abilities necessary to “Communicate for Life.”