



PRESS RELEASE

One in ten 30 year olds will wear a hearing aid by 2020 if they don't protect their hearing

Love your Music? Save your Hearing! Noise Action Week Initiative

16 April 2010

Cubex Hearing Centre, leader in hearing care industry since 1964, teamed up with Sennheiser, AMS Acoustics and Puretone to increase awareness about the danger of listening to music too loudly for too long and will be launching their Noise Action Week initiative **Love your Music? Save your Hearing!** on the 26th April 2010 in London.

Designed to educate young generation of music passionate to protect their hearing before is too late, the campaign will carry out a series of activities to help teenagers understand the consequences of listening too loudly to their iPods/MP3s over prolonged periods.

According to EU scientists, it could be common in 2020 to see one in ten 30 year olds wearing a hearing aid because of the irreversible damage to their hearing caused by over exposure to loud music. Adam Shulberg, Cubex Managing Director is concerned that unless people take steps to protect their hearing they could be risking permanent damage to their ears, resulting in problems such as tinnitus and hearing loss. "Cubex is urging people to be aware of the risks to hearing from over exposure to loud music in clubs, at concerts and from their iPods/MP3s so they can continue to enjoy their favourite music."

Throughout the week 26th to 30th April, Cubex team will be measuring the level at which people use their iPods/MP3s with the help of Ed and Edwina - two interactive acoustic mannequins at the University of the Arts London and at their premises in New Cavendish Street. They will also be

circulating Bond Street, Oxford Street, Baker Street, Marylebone High Street offering guidance on hearing protection and hearing loss; hints & tips on how to enjoy music without putting your hearing at risk; free earplugs and free hearing tests. Furthermore, the participants will be entered in a prize draw to win a FREE iPod touch, matching Sennheiser noise cancelling headphones and custom made ear plugs especially designed for music lovers.

Talking about the event, Helen Goddard, AMS Acoustics Managing Director, explained: "Quite literally we have put our heads together with Cubex in the guise of Ed the Head and his female companion Edwina to assess people's listening levels as generated by their personal stereos and to offer practical advice in order to help them safeguard their hearing for the future."

Mark Andrews, Sennheiser Communications UK, commented: "Sennheiser are delighted to support CUBEX in Noise-Action Week. We think they are doing a fantastic job in bringing the problem of hearing health to a wider audience and the idea of 'hitting the streets' to catch the new generation is really bold and innovative."

"It's long been Puretone's culture to promote the importance of hearing protection, especially when enjoying music. We are more than happy to support the Love Your Music? Save Your Hearing initiative and hope the campaign is a big success in raising awareness of how loud music can damage your hearing" said Baz Choudhry, Managing Director, Puretone.

Cubex Hearing Centre offers free noise level assessments and free hearing tests during Noise Action Week. **For more information about [Love your Music? Save your Hearing!](#) campaign, please visit www.cubex.co.uk/clientevents or contact Maddy at maddy@cubex.co.uk**

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Notes to the Editors:

About Cubex

For nearly half a century, Cubex have built strong and positive relationships with thousands of people with reduced hearing by helping them to achieve maximum benefit with their hearing devices and live their lives to the fullest. The team at Cubex makes it their priority to take the time to understand the personal journey that each and every client undergoes when proceeding with hearing devices. Cubex combines superior hearing healthcare with state of the art technology to offer its clients a comprehensive range of services for all hearing needs, including hearing aids, hearing protection and accessories). For more information about Cubex, please visit www.cubex.co.uk

About Sennheiser

Established in 1945 in Wedemark, Germany, Sennheiser is the acknowledged world leader in headphone-transducer and microphone technology, RF-wireless and infrared sound transmission and, most recently, the development of active noise-cancellation. Sennheiser's products and technologies support worldwide the aviation, telecommunications and professional recording industries, as well as the personal listening needs of consumers everywhere. For more information about Sennheiser, please visit www.sennheiser.co.uk

About AMS Acoustics

Established for over twenty years, AMS Acoustics are a leading independent multidisciplinary acoustic consultancy with headquarters based in London and affiliates around the globe. Their operations cover all aspects of acoustics, and they are resourced to handle a wide range of disciplines. Their projects comprises from designing full systems for large public places such as the Arsenal Emirates Stadium, Heathrow Terminals 3 and 5, St Pancras International Station, to working with domestic clients undertaking works such as sound transmission measurements and noise nuisance monitoring. For more information about AMS Acoustics, please visit www.amsacoustics.com

About Puretone

Puretone take hearing very seriously. Since 1976 we have been manufacturing custom-made earpieces and other hearing products that enhance and protect your hearing. Our skilled team of professionals are experts at creating the custom-made product that is right for you, whether you are a serious musician; club DJ, gig goer or dedicated music listener. Over the years Puretone have been a key player in the field of in-ear monitoring, supplying earpieces for such legendary performers as Robbie Williams, Kylie Minogue and Madonna. For more information about Puretone, please visit www.puretone.net

Noise Action Week is coordinated by Environmental Protection UK. For more information on NAW nationally, contact noiseactionweek@environmental-protection.org.uk, call 01273 878770 or visit www.noiseactionweek.org.uk

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