***NEWS*  Contact:** (Your name here)

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 **(Your company or name here)** **Celebrates March 3, World Hearing Day**

Hearing loss in the U.S. has reached record numbers, especially during the COVID-19 pandemic

**(YOUR CITY, State, date of release)—**In 2007, the World Health Organization designated March 3 as [World Hearing Health Day](https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss) in order to raise awareness to the growing numbers of those suffering from hearing loss and the importance of hearing health care. In 2017, the NIH National Institute on Deafness & Other Communication Disorders stated that [48 million Americans suffer some type of hearing loss](https://www.nidcd.nih.gov/health/listen-infographic). And, in 2020, the WHO stated that approximately 466 million people worldwide have disabling hearing loss—34 million of these are children. It’s estimated that, by 2050, approximately 900 million people worldwide (or, one in every 10) will have disabling hearing loss. The numbers continue to grow annually.

During the pandemic, many with hearing loss have recognized hearing difficulties due to masks. These are people who have been overcompensating through lip reading. Some realized they were lip reading but also denied they had hearing loss while others have not recognized the extent of their deficiency until they could no longer read lips.

(Your company name here) and The American Academy of Audiology are focused on educating the public on hearing loss, diagnosis, prevention and treatment. “Noise-induced hearing loss is a preventable and significant factor,” said (your first and last name, your title, your company) and a member of the American Academy of Audiology. “This growing health problem is often unrecognized in U.S. adults, adolescents and children and it leads to a long list of problems including depression, isolation, academic delays, impaired communication and cognitive decline. We are grateful that this awareness day was created to shine a light on the significance of hearing loss.”

As the baby boomer population ages, more Americans are forced to face hearing health challenges. According to the National Institutes of Health NIDCD, approximately 20 percent of American adults aged 20 to 69 have some trouble with hearing and approximately [28.8 million could benefit from the use of hearing aids.](https://www.nidcd.nih.gov/shareable-images/text-description-infographic-hearing-loss-and-hearing-aid-use)

While age is still the greatest factor in hearing loss, many younger people also experience hearing problems due to exposure to loud music and noises including occupational noise. Among adults aged 70 and older with hearing loss who could benefit from hearing aids, fewer than one in three (30 percent) has ever used them. With adults aged 20 to 69 only approximately 16 percent of those who would benefit from hearing aids has ever used them.

“Audiologists are the experts in hearing health,” (Your last name) explained. “Anyone suspecting a hearing issue should see an audiologist who will run a series of tests to determine the problem, if there is one, and will then recommend treatment.”

Some signs of hearing loss may include:

* 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 door bell, the dog barking, and other household sounds.
* People telling you that you speak too loudly.
* Ringing in the ears.

School-aged children with hearing loss will sometimes exhibit poor school performance because they can’t understand the teacher assignments or classroom interactions. If hearing loss has been present from a young age, they often don’t recognize the loss and can’t identify the problem.

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(Blurb about your company here)

The American Academy of Audiology is the world's largest professional organization of, by and for audiologists. Representing the interests of approximately 14,000 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 or to find an audiologist, go to [www.howsyourhearing.org](http://www.howsyourhearing.org/).