INSTRUCTIONS: Fill in all yellow highlighted areas and remove all parentheses and highlighting. Add boilerplate (at end of release, if you wish or you may delete all copy after “# # #.” Remove these instructions. Send the release in the body of an email to your local media outlets. Be sure to blind copy if you send to a block list, you do not want other media to see who you’ve sent to.

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

**FOR IMMEDIATE RELEASE** (Your phone number)

(Your email address)

**May is National Better Hearing Month, (Your Company Name) and the American Academy of Audiology Encourage Getting Hearing Checked**

Hearing loss is on the rise

**(YOUR CITY, Your state, month date, and year)—**May is National Better Hearing Month and (Your company name here) and the American Academy of Audiology are encouraging Americans to make an appointment with an audiologist for a hearing test.

“Healthy hearing means not waiting to check your hearing until hearing loss is so significant it’s impacting your ability to participate in your work, social events you enjoy, or conversations with loved ones,” said (Your first and last name here and your title and company,) and a member of the American Academy of Audiology.“Changes in hearing may not be immediately noticeable but can make a big difference in quality of life.”

Hearing loss impacts a large number of Americans. According to a [2016 study by the National Institutes of Health NIDCD](https://www.nidcd.nih.gov/health/statistics/quick-statistics-hearing), approximately 15 percent (37.5 million) 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. As the baby boomer population ages, more Americans are forced to face hearing health challenges. Growing numbers of younger Americans are also reporting hearing problems.

While age is still the greatest factor in hearing loss, many younger people also experience hearing difficulty 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) have used them despite growing evidence that doing so results in better long-term outcomes.

“Research demonstrates that untreated hearing loss in seniors is related to poor health outcomes including significantly increased [falls](https://www.audiology.org/consumers-and-patients/hearing-and-balance/increased-risk-of-falling/) and [dementia,](https://www.hopkinsmedicine.org/health/wellness-and-prevention/the-hidden-risks-of-hearing-loss#:~:text=In%20a%20study%20that%20tracked,more%20likely%20to%20develop%20dementia.)” said (Your last name here). “Individuals with even mild hearing loss experience significant impact in the form of reduced quality of life and cognitive health.”

Audiologists are the experts in hearing health. While hearing aids are the most commonly recognized treatment for hearing loss, there are many factors that go into determining the best way to manage changes in hearing. An audiologist is the specialist who is best equipped determine the underlying reason for the hearing loss and to further determine the appropriate treatment. They also offer custom options for protecting hearing. To make an appointment today, contact (Your website address here,) or (your practice phone number here.)

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(Your boilerplate here… “About XYZ Audiologists”…)

**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).