

FOR IMMEDIATE RELEASE:

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Sunday, September 15, 2013, Seattle, WA

Seattle Seahawks 12th Man fans will attempt at breaking a Guinness World Record for loudest crowd roar – be careful to protect your hearing!

As the Seattle Seahawks season gets into full swing, Luna Family Hearing is urging children and adults to protect their hearing, reminding them that noise-induced hearing loss cannot be reversed. As reported in the Seattle newspapers and news agencies, the Seahawks 12th Man fans will attempt at breaking a Guinness World Record for loudest crowd roar. Luna Family Hearing wants to encourage the crowd to wear hearing protection to avoid permanent hearing damage.

CenturyLink Field, with its capacity of 67,000 fans, is known as the loudest stadium in the NFL and that can pose a problem for fans with long term exposure without hearing protection.

“Today’s Seahawks game at CenturyLink Field against the San Francisco 49ers and the 12th Man’s attempt to break the world record for the loudest crowd noise is a great example of how noise can result in damage to your hearing and hearing protection is definitely recommended”, states John Luna, CEO of Luna Family Hearing.

As reported in the Seattle Post Intelligencer blog recently, the Seahawks website states that the Seahawks say “Seattle’s 12th Man has been measured at 112 decibels — louder than a power saw or a rock concert, and not much quieter than a Boeing 747. The Guinness record to beat Sunday is 131.76 decibels, set during a 2011 soccer match at the Ali Sami Yen Sport Complex Turk Telekom Arena in Istanbul, Turkey.”

As today’s game begins against the San Francisco 49’s , Luna Family Hearing is urging children and adults attending the game or those in the stadium to protect their hearing, reminding them that noise-induced hearing loss cannot be reversed.

Seahawks football, Sounders Soccer, and other stadium sports are full of fun and the wonderful sounds of being together with family and friends – and thousands of fans together sharing the love of the sport. But some of our games bring along with them noise that can be harmful to our hearing! Prolonged exposure to the roar of the 12th Man and crowd noise, lawn mowers, power tools, motorized recreational vehicles, target shooting, concerts, and fireworks can all permanently damage our hearing. In fact, the single impact and loud noise event at close range, sitting too close to the loudspeakers at a concert or being near continued noise for over 85dB for more than 15 minutes at a time without hearing protection, and other seemingly harmless sounds can permanently damage hearing in an instant, making it forever more difficult to hear the subtler sounds of summer, like the birds that chirp outside. The result, for many, may be the need to wear hearing aids for the rest of their lives to help them regain the awareness of the sounds where their hearing was damaged from these loud noise events.

While many noisy activities are part of regular activities, it is extremely important to take precautions to ensure that these activities do not damage our hearing.

“Noise is the most common causes of hearing loss for adults.”, states Luna, “A combination of the loudness of the noise you are exposed to and the length of time you’re exposed to it are critical factors in the damage that can be done to your hearing. Luna Family Hearing recommends taking some simple measures to protect your hearing while still enjoying your noisy activities.”

Here are some simple tips to follow:

Use over-the-counter earplugs: When you know you will be exposed to loud sounds, use earplugs. Disposable earplugs, made of foam or silicone, are typically available at local pharmacies. They are practical because you still can hear music and the conversation of those around you when you have them in your ears. But when they fit snugly, they are effective in adequately blocking out dangerously loud sounds. These are reported to be handed out at CenturyLink field free of charge, ask for them and wear them!

Use Custom ear protection: Visit one of our 11 Luna Family Hearing offices and have custom ear protection crafted to fit each unique ear. Custom protection ensures a proper fitting mold each time, further reducing the risk of unwanted noise exposure. Custom hearing protection is available for many types of activities: From musicians ear plugs, motorcycle ear plugs made to go under helmets, swimming ear plugs to protect from cold water and swimmer’s ear infections, hunting/shooter’s ear molds, and custom earmolds for occupational hearing protection.

Keep the volume down: When listening to music through your smartphones and MP3 player, keep them at a low volume. Importantly, limit your use of headphones and earbuds. Custom earmolds can be made for earbuds to provide the best fidelity while keeping the volume at a reasonable level to protect your hearing.

As a reminder, many MP3 devices have volume limiters in the settings where you can set the maximum volume level to protect your hearing and that of your children – use these limiters! For example, for Apple iPhone users under “Settings,” “Music,” “Volume Limit” you can turn the feature “On” and then select the maximum volume setting.

Limit your time in noisy environments: Do all you can to limit the length of time you spend in a noisy environment. And when you do participate in noisy activities, alternate them with periods of quiet. OSHA recommends no more than 15 minutes or less per day of continuous exposure of sounds over 115dB before damage is likely to occur to a person’s hearing. If you are at a loud event, concert or otherwise, you really need to monitor your noise environment. There are “apps” for free or little money for most smartphones that you can use to get a basic idea of how loud of an environment you are experiencing.

Visit your local hearing healthcare professional: A hearing healthcare professional can provide a hearing test to determine your baseline hearing level and determine if you have any hearing loss that should be addressed. Hearing healthcare professionals also can provide custom-fitted ear

protection to help you preserve your hearing. Luna Family Hearing offers a free hearing test at its 11 locations.

“Hearing, like eyesight, should be part of your annual health evaluation if you are over 40 years old,” says Luna, “and if you, or someone close to you, notices that you are having difficulty hearing certain sounds or voices, especially in noise environments like a restaurant, then it is time to come in for a baseline hearing test. I cannot state it strong enough to those around loud noise – protect your hearing when you are around loud noise!”

How Noise Effects Our Hearing

We hear sound when delicate hair cells in our inner ear vibrate, creating nerve signals that the brain understands as sound. But just as we can overload an electrical circuit, we also can overload these vibrating hair cells. Loud noise damages these delicate hair cells, resulting in sensorineural hearing loss and often tinnitus (ringing of the ears). The cells that are the first to be damaged or die are those that vibrate most quickly—those that allow us to hear higher-frequency sounds clearly, like the sounds of birds singing and children speaking.

Loudness is measured in decibels, with silence measuring at 0 dB. Any noise above 85 dB is considered unsafe. If the Seattle Seahawks 12th Man produces sounds over at 125 dB for any length of sustained time, then this presents the risk of irreversible ear damage to those exposed without hearing protection (ear plugs). Repeated exposure to loud noise, over an extended period of time, presents serious risks to hearing health as well. If you have to shout over the noise to be heard by someone within arm’s length, the noise is probably in the dangerous range.

Here are other warning signs:

1. You have pain in your ears after leaving a noisy area.
2. You hear ringing or buzzing (tinnitus) in your ears immediately after exposure to noise.
3. You suddenly have difficulty understanding speech after exposure to noise; you can hear people talking but cannot understand them.

For more information on custom hearing protection and/or hearing loss or to have your hearing tested for free, please **visit Luna Family Hearing at www.lunafamilyhearing.com**. To take a free hearing test, please call **1-855-HEAR-NOW** to schedule an appointment at one of the 11 convenient Luna Family Hearing locations; 8 locations in Washington (Wenatchee, Everett, Edmonds, Bellevue, Renton, Tacoma, Puyallup, Vancouver), and 3 locations in Portland, Oregon, or visit www.lunafamilyhearing.com for location information.

Luna Family Hearing is a sponsor of the Seattle Mariners during the 2013 Season. They are always happy to share information to improve the lives of their clients with information on hearing protection, hearing loss and treatment with hearing aids. For more information, please call John Luna at 425-358-0956 or email info@lunafamilyhearing.com.