



Listen Up! Turn it Down

*Press Release for Noise-Induced Hearing Loss
2020 Edition*

Sample Newspaper Press Releases

The following are news press releases available for use and customization by Quota clubs for use by your community's local newspapers.

Version 1

Quota of [insert your club's name]

Contact: [insert club publicity chair name, number, email]

(Washington, D.C.) LISTEN UP, TURN IT DOWN. That's the message from Quota in the 100-year-old organization's campaign against Noise Induced Hearing Loss (NIHL). The disorder, caused by noise that is too loud, too close, or lasts too long, claims the hearing of millions of people annually.

Only 16 percent of people with NIHL lost hearing on the job. Most people encountered deafening noise at home or in the community. From mP3 players, televisions and hair dryers to lawnmowers, traffic and airplanes, hearing threats are commonplace. But hearing loss from these threats is entirely preventable.

The Quota club of _____ is raising awareness of this increasing problem. The club has presentations prepared for any age group as well as materials for distribution. For more information or to host a presentation, contact _____ [include name and club title] at _____ [phone number and/or email address]

Version 2

Quota of [insert your club's name]

Contact: [insert club publicity chair name, number, email]

(Washington) By the time most children reach eight years old, they have already suffered Noise Induced Hearing Loss (NIHL). While threats to hearing health include loud sounds, such as airplanes or fireworks, experts say most NIHL is caused by noise in the home, from sources such as TV, iPods and smartphones, hair dryers, that is too close to the ears or lasts too long.

NIHL causes permanent damage to hearing. But the Quota club of _____ is working to raise awareness of the problem and solutions that make the condition entirely preventable. The club invites local groups of all ages to host a presentation on NIHL and learn about this increasing health risk. For more information, contact _____ at _____.