

Sertoma logo upper left.



Right justified contact information.

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Arial 10 point type, single spaced on all copy other than the words "news release."

NEWS RELEASE

Arial 14 point, all caps.

Your city and state.

IMMEDIATE RELEASE

Bold, centered title.

Join Sertoma in Raising Awareness During Better Hearing & Speech Month

KANSAS CITY, Mo. — The phrase "keep it down" has never been more applicable than it is today. We live in a world that is noisier than ever. Some of that noise comes from noises we ourselves generate or from our ears. Sertoma's Better Hearing and Speech Month, quickly hearing health and helps people avoid hearing loss, because

Main paragraph should be compelling and inspire reader to continue reading, as well as laying out essential facts of release.

"We need to address hearing while people still have it, before the damage is done," says Debby Larsen, Sertoma's president. "Most hearing loss is noise-induced and, as such, is preventable if people take simple steps to protect their ears."

Use direct quotes in your release, always with attribution. Quotes can come from experts, club members, or those served.

Most Americans are aware that hearing loss is the third most common health problem this country. Regarding hearing health. The first is addressing the obstacles to hearing loss to get the treatment they need. The second is preventing hearing loss in conjunction with other hearing and speech organizations, and the third is participating in Better Hearing and Speech Month to raise awareness about hearing loss and to promote habits that protect hearing. The organization wants everyone in the community to have the tools needed to make their hearing a priority.

"Most people who do have hearing loss wait years before they seek treatment, and those can often be years of isolation, confusion, cognitive decline, and other avoidable side effects of poor hearing," Larsen says. She adds that, with 1.1 billion young people at risk of hearing loss due to unsafe listening practices, this is an especially important time for people to focus on prevention and on modeling good hearing health practices.

Here are five simple steps Larsen says people can take to protect their hearing:

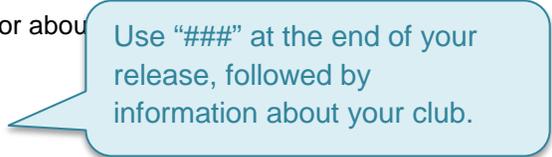
- Turn the volume down.
- Wear earplugs if you can't control the noise in your environment.
- Give your ears a rest every day.
- Seek treatment for hearing loss.
- Model good hearing health practices for others.

Following these steps can make a big difference. Sharing them with others can have an even bigger impact. Being diligent in educating our community about prevention of noise-induced hearing loss has the potential to make most cases of hearing loss a thing of the past.

In addition to Sertoma's work on Better Hearing & Speech Month, the organization provides direct assistance at the national and local levels to people with speech, hearing, and language disorders through its national headquarters and nationwide clubs.

To learn more about how to get involved with Sertoma or about sertoma.org or call 816-333-8330.

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Use "###" at the end of your release, followed by information about your club.

Headquartered and founded in Kansas City, Mo., in 1912, Sertoma Inc. is a 501(c)(3) not-for-profit national civic organization whose focus is on assisting the more than 50 million people with hearing-health issues and educating the public on issues surrounding hearing health. For more information about Sertoma and its community clubs, visit sertoma.org or call 816-333-8330.