

Silent disco rocks with Don't Lose the Music

Freshers' Weeks will throw a party with a difference this term when **SilentArena** brings a silent disco to campus in support of Don't Lose the Music.

At a silent disco, music lovers can sing, dance and chat with friends while listening to a choice of music through a set of wireless headphones. It's easy to adjust the volume to a comfortable level and take breaks from the music – just two ways the Don't Lose the Music campaign recommends protecting hearing.

Donna Tipping, Don't Lose the Music campaigner, said: "Don't Lose the Music research from this summer's festivals shows that four out of five have already experienced dullness of hearing or ringing in the ears after listening to loud music - a sure sign that they risk damage to hearing if they don't change their listening habits. Once hearing damage occurs there is no cure, yet the damage is preventable."

// Don't Lose the Music is something that we feel strongly about and we are proud to be associated with the campaign. //

Run by RNID, the largest charity working to change the world for the UK's 9 million deaf and hard of hearing people, the Don't Lose the Music campaign aims to raise awareness of the dangers of listening to music too loudly. It does not want people to stop going to clubs but asks them to protect their hearing now, so they can continue to enjoy music.

Kieran Russ at **SilentArena** said: "Don't Lose the Music is something that we feel strongly about and we are proud to be associated with the campaign. We hope that through SilentArena's Silent Discos we can help promote safety and awareness of the long term damage regularly listening to loud music can do to your hearing."

If you are worried about your hearing you can call the RNID **Telephone Hearing Check** on 0845 600 5555.

For a copy of the research results, images or to speak to case studies, please contact:

Sam Roberts, RNID senior media relations officer, sam.roberts@rnid.org.uk, 020 7296 8229, out of hours 07944 038 635.

Notes to editors:

1. According to the World Health Organization, exposure to excessive noise is the major avoidable cause of permanent hearing loss worldwide [1997]. Experts agree that exposure to sound levels over 85 decibels will damage hearing over time. Music played at clubs, gigs and bars can be well over this level. As a guide, if a person has to shout to be heard by someone two metres away, the music could be dangerously loud if they are exposed to it regularly or for a long time.

2. While at clubs, bars, festivals and gigs, Don't Lose the Music recommends:
Stand away from loud speakers

Take regular breaks from the dance floor and using chill out areas to give ears a rest from loud music

Wear reusable earplugs which reduce the volume not the quality of the sound – available for the price of a CD

Find out more about earplugs and how to protect your hearing

3. Don't Lose the Music is supported by a host of top musicians and celebrities including Moby, Embrace, Katie Melua, Bloc Party, Eddy Temple-Morris (Xfm), KT Tunstall, Sir George Martin, Lemar, Lou Rhodes, Roger Daltrey, Pete Waterman and Emma B (Radio 1).

4. Reusable earplugs are available to buy for around £10 - £15 from a range of high street stockists. Musicians' earplugs are also available from specialist suppliers for around £150 - **find out more**.

5. RNID is the largest charity working to change the world for the UK's 9 million deaf and hard of hearing people. We do this with the help of our members by campaigning and lobbying, raising awareness of deafness and hearing loss, providing services and through social, medical and technical research.

6. For further information about RNID or to become a member, visit

www.rnid.org.uk, contact RNID's Information Line on 0808 808 0123

(freephone) or 0808 808 9000 (textphone) or email informationline@rnid.org.uk.