

Win Private Concert from Recording Artist Aloe Blacc in Starkey Hearing Foundation's Video Contest



Los Angeles, CA (November 24, 2014) – To raise awareness about noise-induced hearing loss in teens, Listen Carefully, a Starkey Hearing Foundation program, launched a national video contest today challenging middle school and high school students (ages 13-18) to create public service announcements (PSAs) about the importance of hearing protection. The winning student(s) and their school will win a private concert by Interscope recording artist Aloe Blacc in 2015.

The “Listen Carefully Contest” was created in response to data showing that noise-induced hearing loss increased 30 percent in teens over the past decade. Today 1 in 6 American teens has permanent hearing loss due to high volume sounds. Listen Carefully is a domestic program of Starkey Hearing Foundation, an international nonprofit that gives the gift of hearing to people in need around the world.

“From the studio to the stage, my hearing is a critical part of my art,” said Interscope recording artist Aloe Blacc. “I am so honored to join Listen Carefully to help raise awareness about noise-induced hearing loss and look forward to performing at the school of the video contest winner,” he continued.

Football games, concerts, portable listening devices, lawn mowers and even hairdryers can damage kids’ hearing in as little as 10 seconds. “At the core of creating a revolution in hearing health is the conscientiousness that teenagers must

develop regarding their own ears,” said Dr. Vanessa Rothholtz, a Board Certified Otolaryngologist in Los Angeles, California. “This begins with education and influences in their environment, such as the music industry, their parents and their friends. However, it is ultimately the young adult’s responsibility to actively participate in the protection of their hearing,” she continued.

“Noise-induced hearing loss is permanent, but often preventable,” said Tani Austin, Co-Founder of Starkey Hearing Foundation. “We hope this contest will help provide a creative way for students to learn and educate their peers about the long-term health dangers associated with high-volume sounds.”

The Listen Carefully contest is accepting 30-second video submissions between November 24 and December 31, 2014 from teens ages 13-18 who are enrolled an accredited U.S. middle school or high school. Video should be submitted to Listen Carefully’s official contest page (<http://www.listencarefully.org/video-contest/>). Qualifying entries will be made public for general voting from January 13-31, 2015. The top three finalists will be notified on February 1, 2015 and the grand prize winner will win a private concert from Aloe Blacc at his or her school. Second and third place winners will each receive a GoPro® camera and a trip to attend the concert with a parent or legal guardian.

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