



For Immediate Release
December 28, 2017

Contact: Harriet Goodheart
215-780-1487
215-219-7877 (cell)

Happy New Year! And Protect Your Ears!

Elkins Park, Pa. – Fireworks, firecrackers and a flurry of outdoor activities make New Year’s Eve one of the noisiest celebrations of the year. The Pennsylvania Ear Institute (PEI) of Salus University has reached out to a number of organizations staging fireworks displays – Independence Seaport Museum, Sesame Place and Sugar house Casino - with an offer of complimentary earplugs for their guests.

“Noise exposure adds up over time,” said audiologist Dr. Lindsay Bondurant, director of the PEI, noting that most people don’t think about noise levels when they are engrossed in activities like watching a fireworks display – or even attending a rock concert.

The potential for hearing damage is determined not only by the loudness level (in decibels) of sound, but also by the length of time someone is exposed to noise: 85 decibels can be tolerated for eight hours; 95 decibels for just four hours, and fireworks can reach 170 decibels!

To avoid the risk of hearing loss, audiologists at PEI recommend properly inserting earplugs: If they are not deep enough in the ear, you don’t receive the necessary protection. They also advise moving a safe distance away from the sound. For infants and toddlers, earmuff-style sound blockers are recommended. (Ear plugs can be choking hazards.)

About Salus University

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Public Health, Blindness and Low Vision Studies, Biomedicine, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in Philadelphia and Montgomery counties that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,200 students, and more than 11,300 alumni worldwide. For more information, please visit www.salus.edu.