



For Immediate Release
January 31, 2018

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

Super Bowl Advisory: Cover Your Ears!

If you're in Minneapolis for the big game, earmuffs won't do it. And even if you're not, and you are attending a watch party instead, you'll need to take precautions.

Philadelphia Eagles fans, known for their loud cheering, were so loud during the NFC Championship game at Lincoln Financial Field that they could be heard three miles away in parts of New Jersey.

According to the [American Academy of Audiology](#), noise levels at sporting events can reach up to 110 decibels. Noise levels this high can be dangerous after just 30 minutes of exposure.

"When you walk out of a noisy situation and your ears feel stuffy or your hearing is muffled, or if you are hearing a ringing sound, you're experiencing the damaging effects of noise," said Dr. Lindsay Bondurant, director of the Pennsylvania Ear Institute (PEI) of Salus University

According to the Centers for Disease Control, approximately 26 million adults have hearing damage due to noise exposure. Noise-induced hearing loss can be temporary or permanent and can affect one or both ears.

With the Super Bowl just days away, here are some ways to protect your hearing:

- **Cover your ears:** Wearing ear plugs or ear molds is one of the easiest ways to protect your ears when exposed to noisy environments. Make sure they are inserted properly into your ear to ensure effective protection. If you attend sporting events or other loud venues on a regular basis, you can also invest in customizable devices.

- **Keep your distance:** Whether in the stands or in front of the big screen, most sports fans prefer to be seated as close as possible. While having a front row seat offers the best view, it can be the worst place for your ears. Consider choosing a seat that keeps you a safe distance away from the source of the loud sound.
- **Take a break:** The longer the exposure to the loud noise, the greater the risk. If you're at the game, you can head to the concession area or to the restroom. If you're at a crowded Super Bowl party, you can step outside or go to a quieter room to give your ears a rest. Taking a break from the noise can decrease the chance of permanent hearing damage.

“Even if your hearing seems to get back to normal after a few hours, you may find that repeated exposure to loud sounds eventually results in hearing loss that doesn't recover,” said Dr. Bondurant. “That's when you would need a treatment plan that addresses the communication issues that go along with permanent hearing loss.”

If you suspect that you may have some degree of hearing damage, PEI offers comprehensive hearing evaluations, individualized treatment plans and customized hearing protection options. For more information on PEI's services or to schedule an appointment with an audiologist, please call 215.780.3180.

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.