

German Tinnitus Foundation Charité at the Berlin Summer Rave 2013

Successful continuation of the campaign “I hear something you can't hear.”

Berlin, 25 May 2013 – The Foundation was once again present at the Berlin Summer Rave with an info stand. The aim was to bring people's attention, particularly young people, to the problem of tinnitus and the need to protect their hearing. Under the motto “I hear something you can't hear – Protect Your Hearing” the task was mainly entrusted to young volunteers. And with great success. In the first two hours of the event, more than 2,000 sets of ear plugs were distributed. As a sign of their support for the work of the Foundation, many visitors allowed themselves to be photographed. The result is a picture collage that is displayed on the Foundation website and on Facebook.

Thanks to donations, the Foundation was able to present itself at the Summer Rave 2013 for the first time with a professional standard architecture: a modern igloo tent bearing the campaign slogan “I hear something you can't hear” was the focus of the information stand. Those interested could find out more about the causes of tinnitus. Two doctors from the Tinnitus Centre also answered questions on the subject of hearing protection.

The ear plugs, which 3M had kindly provided again this year, were much in demand: in the first two hours alone more than 2,000 sets were handed out, twice as many as last year. The people who asked for them ranged in age from 18 to 45, a sure sign that hearing protection is a topic across the generations. Innumerable discussions revealed that many of the visitors already took care to protect their hearing. Moreover, many of the people manning other stands, as well as security and checkroom staff approached our team to ask for earplugs for themselves and their colleagues.

Most reactions showed that many visitors still did nothing to protect their hearing. In the future, the Foundation will therefore continue to be present at loud events to inform those attending about the importance of hearing protection.

The German Tinnitus Foundation Charité is grateful to the organizers for the second opportunity in a row to set up shop at the Summer Rave, and would like to thank all volunteers and supporters for their commitment.

About the German Tinnitus Foundation Charité:

The German Tinnitus Foundation Charité was established in August 2011 as a non-profit foundation under private law. In the conviction that tinnitus and hearing disorders need the best possible treatment and that every individual can do a great deal to protect himself or herself, the Foundation has set itself the following tasks: furthering research and scientific communication, as well as prevention and raising public awareness of the importance of treating one's hearing with care.

The foundation pursues its goals within the framework of its financial possibilities through research projects, education campaigns on the risks of noise and stress, the

presentation of awards, and the development of preventive measures. Youth are a major target group for the work of the foundation.

You will find further information on the project and the Foundation under:
www.deutsche-tinnitus-stiftung-charite.de

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