Acuitis Optical and Hearing show their support for the British Tinnitus Association

Friday 16 March, 2018

16 March 2018 – Acuitis Optical and Hearing Ltd – who have centres in London, Oxford and Milton Keynes - have pledged their support of the British Tinnitus Association (BTA) by becoming a Corporate Member of the charity, helping to raise awareness of tinnitus and to support the BTA's services helping those affected by the condition.

The BTA is the only national UK charity solely dedicated to those with tinnitus - a term that describes the sensation of hearing a noise in the absence of an external sound. For the last 35 years the charity has supported the one in ten people in the UK who experience tinnitus and in particular the 10% of those with tinnitus who find it severely affects their quality of life.

Mrs Samantha Godkin, Hearing Aid Audiologist with Acuitis Optical and Hearing commented: "I have been aware of the work the BTA do through my association as an elected member of BSHAA and having worked as a Hearing Aid Audiologist for over 20 years, most recently with Acuitis Optical and Hearing. Having seen the impact Tinnitus can have, being able to use my expertise to help people is rewarding both professionally and personally. Being a corporate member of the BTA means I can collaborate with an experienced and trusted charity that are also dedicated and committed to helping those affected by tinnitus."

Helen Goldsby-West, Head of Major Giving for the British Tinnitus Association, said: "Last year, the BTA supported over 335,000 people. To do this, we are reliant upon the generous donations of our fundraisers and supporters, and contributions from Corporate Members like Acuitis Optical and Hearing. We receive no government support and need to raise over £500,000 this year to continue our much needed work. The Corporate Membership scheme is a great way for organisations to demonstrate their commitment to our work and the wider tinnitus community. We are extremely grateful to Acuitis for their backing in our endeavours."

Samantha added: "It is so often the case that the people we see for a hearing test are tinnitus sufferers, we experience first-hand their suffering. We know that we can help in over 80% of cases with a good hearing solution but we passionately want to do more and treat clients holistically. Our biggest asset is time – being able to give the client the time they need to support and counsel them through their tinnitus. We may not be able to provide silence but we can help develop peacefulness."

The British Tinnitus Association website is www.tinnitus.org.uk.

- **Ends -**

Editors Notes

About the British Tinnitus Association

The British Tinnitus Association (BTA) is an independent charity which supports thousands of people who experience tinnitus and advises medical professionals from across the world.

The BTA is the primary source of support and information for people with tinnitus in the UK, facilitating an improved quality of life. They aim to encourage prevention through its educational programme and to seek effective treatment for tinnitus through a medical research programme.

The support the BTA offers to 335,000 people per year who are affected by tinnitus is reliant upon the generous donations of their supporters and fundraisers. They receive no government support and need to raise half a million pounds each year to continue their UK wide support. Donations can be made via www.tinnitus.org.uk

The experienced team at the BTA understands the impact that tinnitus can have on the lives of those who experience tinnitus and those who live with them, so seeks to provide the most appropriate and expert advice and information free of charge – via a confidential freephone helpline on 0800 018 0527 and online at www.tinnitus.org.uk. The BTA can also post printed and audio information and advice.

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Related Keywords:

Tinnitus :: BTA :: Acuitis :: Hearing :: Optical :: London :: Oxford :: Milton Keynes :: Charity :: Support ::

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Visit the BTA's Facebook page at www.facebook.com/BritishTinnitusAssociation and follow the BTA on Twitter at www.twitter.com/BritishTinnitus

About tinnitus

Not an illness or disease, tinnitus is a term that describes the sensation of hearing a noise in the absence of an external sound. The noise can have virtually any quality. Ringing, whistling, and buzzing are common, but more complex sounds may also be reported. Troublesome tinnitus can be very distressing for the affected individual, and issues may arise with sleep, concentration and mood. However, in many cases, subtle changes in people's environment can address these issues, and improve quality of life.

About Acuitis Optical and Hearing

New to the UK, Acuitis Optical and Hearing Ltd are specialists in optical and hearing care. Founded to bring the best products, best advice and best service to everybody. The optical offering is centred around unique designs and exquisite materials at accessible prices.

The audiological offering is in partnership with Widex to provide the most advanced hearing aids with the best sound quality. Hearing tests are conducted in the luxurious and exclusive setting of a sound treated Biophone Consulting Room. Additional services include tinnitus support management and wax removal using the latest micro-suction technique.

For more information

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