Bake Off star Howard Middleton shows his support for Tea for Tinnitus

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The British Tinnitus Association (BTA) is delighted to announce that star of the “Great British Bake Off” Howard Middleton is supporting their new Tea for Tinnitus campaign.

Hundreds of people around the country are planning tea parties during Tinnitus Awareness Week (8-14 February 2016) to raise awareness of tinnitus and funds for the British Tinnitus Association. Tinnitus, which is commonly described as a ringing or buzzing in the ears, is experienced by at least one in ten of the UK population – around 6 million people. At present there is no cure.

Howard has provided delicious recipes for people to serve up at their events. Says Howard, “I am thrilled to be involved with this exciting campaign and hope it inspires you all to support a cause that is helping those affected by such a far reaching condition. I can't wait to see the pictures of all your events and bakes.”

Helen Goldsby-West, Head of Fundraising and Development for the British Tinnitus Association added: “We're thrilled to have the support of Howard. I'm sure his lovely recipes will help make the hundreds of Tea for Tinnitus events planned go with a swing, helping to raise awareness of this common but little talked about condition, and raising vital funds for the work of the BTA.”

She goes on: “There's still time to sign up to hold your own Tea for Tinnitus event – sign up at www.teafortinnitus.co.uk or call 0114 250 9933 to order your party pack!”

Ends

Editors Notes

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.justgiving.com/BTA

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 a person's environment can address these issues, and improve quality of life.

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.

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

Tea for Tinnitus is an awareness and fundraising campaign being run by the BTA, more details can be found at www.teafortinnitus.co.uk . There is a Twitter hashtag for the event #T4tinnitus. We can provide press with details of events and case studies in your area – call 0114 250 9933 for details.

Howard Middleton (@HowardMiddlebun) shot to fame in series 4 of “The Great British Bake Off” (who

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can forget Custardgate?) and has continued to bake since. His latest book “Delicious Gluten-Free Baking” is now available. www.howardmiddleton.com

Picture credit: Kirsten Johnson

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