British Tinnitus Association announce new Charity Ambassador

Tuesday 5 February, 2019

The British Tinnitus Association (BTA) are delighted to announce their very own deadline day signing - their 2019 Charity Ambassador.

Comedian, actress, broadcaster and writer Samantha Baines can now add ‘ambassador’ to her résumé of success as she will be representing the BTA and supporting their mission of a world where no one suffers from tinnitus.

As someone with tinnitus and hearing loss herself, Samantha has already used her voice to champion the BTA, supporting a number of campaigns and speaking at the 2018 BTA Annual Conference. Samantha has already helped to spread awareness and raise the profile of tinnitus in both the mainstream media and on her social media channels.

BTA Chief Executive David Stockdale said: “We are thrilled Samantha has agreed to become an ambassador for us. She is an exciting talent with a clear passion for helping us raise awareness of tinnitus and the support for those living with the condition. Samantha is a great role model for people with tinnitus and hearing loss, not letting them hold her back in her career. We can’t wait to work with her more and we’re very pleased to have her in the team.”

Commenting on her appointment Samantha said: “I am really honoured to be asked to be the British Tinnitus Association Ambassador 2019. Tinnitus is a condition that affects so many people and can be overwhelming and frustrating. I have two types of tinnitus, as it was ‘buy one get one free’ and I love a bargain! I look forward to helping raise awareness and making those noises in my head count."

She laughs: "I always wanted to be in the Ferrero Rocher adverts with the tower of chocolate. Now I'm the British Tinnitus Association ambassador and I will be spoiling you ... but with personal tinnitus anecdotes rather than chocolate. Soz."

Who is Samantha Baines? Get the lowdown on our new signing!

Samantha Baines is an award-winning comedian and actress trained at the Central School of Speech and Drama. Samantha's acting credits include *The Crown, Silent Witness* and *Call the Midwife*. She is also a broadcaster and works regularly with BBC Radio stations including BBC Radio 4 and BBC Radio London.

Samantha is currently starring in *Magic Mike Live* directed by Channing Tatum playing at the Hippodrome Casino in London.

Pun Championships Finalist 2017, 2018

Sold out shows at the Edinburgh Fringe Festival 2016, 2017

Sam discovered she had tinnitus when she went to the Doctor because she thought she had a spider living in her ear.

-ends-

Editors Notes

The BTA is an independent charity which supports 645,000 people per year who experience tinnitus and advises medical professionals from across the world. It is the primary source of support and information for people with tinnitus in the UK.

The BTA needs to raise £800,000 each year to continue their UK wide support. Donations can be made via **www.tinnitus.org.uk/donate**

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.

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