Chopping it off for charity

Thursday 30 January, 2020

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Adam Lloyd, a Chief Audiologist at Countess of Chester Hospital, Chester is raising money for tinnitus research during Tinnitus Week by saying goodbye to his long locks on Saturday 8 February at 6.00pm at Vogue Hair Fashions in Flint.

As well as raising money for the British Tinnitus Association (BTA), the only UK charity dedicated to supporting people with tinnitus, Adam will be donating his hair to the Little Princess Trust a charity that provides real hair wigs to children and young people across the UK who have sadly lost their own hair through cancer treatment or other conditions.

British Tinnitus Association Fundraising Officer Jess Pollard commented: “It’s great to see Adam going the extra mile for the tinnitus community by fundraising for tinnitus research as well as supporting the Little Princess Trust. Well done Adam, we all look forward to seeing the new hair-do”.

Adam has already raised over £300 towards tinnitus research. You can support Adam’s challenge via his JustGiving page https://www.justgiving.com/Adam-Lloyd11

Tinnitus Week runs from 3-9 February. For more information, visit https://www.tinnitus.org.uk/about-tinnitus-week-2020

- Ends -

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Editors Notes

- The British Tinnitus Association (BTA) is an independent charity that supports over one million people living with tinnitus each year, and advises medical professionals around the world. It is the primary source of support and information for people with tinnitus in the UK.
- Tinnitus is the sensation of hearing noises in your ear or head when there is no external cause. The noise can have virtually any quality including ringing, buzzing, hissing and whistling.
- Around 1 in 3 people will experience tinnitus at some point in their life. Over 7.1 million adults in the UK are living with persistent tinnitus, and for 10% of them, it can severely impact their quality of life, affecting sleep, mood, concentration, employment and relationships.
- There is not currently a cure for tinnitus, however, there are several strategies that can be helpful in learning to manage the condition.
- Tinnitus costs the NHS £750 million annually, with a cost to society of £2.7 billion per year.

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