Hidden Hearing show their support for the British Tinnitus Association

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08 June 2017 – Hidden Hearing, based in Maidstone Kent, has 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.

Claire Foster, Marketing Director at Hidden Hearing commented: "Hidden Hearing are one of the country's largest providers of quality hearing care. We understand the support that the BTA can provide for many tinnitus sufferers and we also know that this is not possible without fundraising through corporate membership and other activities. We are delighted to be a part of that."

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 Hidden 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 Hidden Hearing for their backing in our endeavours."

Claire added: "Tinnitus is a terrible affliction affecting many thousands of UK sufferers. At Hidden Hearing we want to support the BTA to help them to do more and invest in their training to empower our clinicians to assist with this debilitating condition wherever we find it. It is only with the appropriate counselling and equipment that tinnitus suffers, especially those with additional hearing loss, can find the best possible outcome from their treatment."

The British Tinnitus Association website is www.tinnitus.org.uk. For more information about Hidden Hearing, visit **www.hiddenhearing.co.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.

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

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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 Hidden Hearing

Hidden Hearing is one of the leading specialist providers of hearing care in the United Kingdom. The company's history can be traced back over fifty years and today have a comprehensive national network of over 280 test centres, providing free help and information to more than 300,000 each year.

Today's hearing aids are truly remarkable devices allowing connection to the internet and wireless connectivity to streaming devices such as smart phones. Many hearing aids now come with a tinnitus program which when prescribed by a hearing aid audiologist, can provide relief from tinnitus.

For more visit www.hiddenhearing.co.uk

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