Mark Ronson supports Plug'em Campaign!

Wednesday 27 January, 2016

The British Tinnitus Association (BTA) is delighted to announce that renowned Music Producer Mark Ronson, has become an Ambassador for its new tinnitus prevention campaign **Plug'em**.

Mark is supporting the Plug'em campaign because he has tinnitus, and is keen to raise awareness in others about the need to protect hearing.

“I've had tinnitus for over 10 years and it affects me 24/7. I wish I had been smart enough to Plug'em earlier. I make sure that I do it now though”.

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.

One cause of tinnitus is over-exposure to unsafe levels of sound and the new Plug'em campaign, aims to raise awareness of the need to wear earplugs at live music events such as gigs, clubs and festivals.

Emily Broomhead, Plug'em lead told us: “We're so excited to have the support of Mark. It will go such a long way to raising awareness in people who may be at risk, simply because they are unaware of the damage which exposure to overly loud music can cause. Marks advice, in line with the Plug'em message, will undoubtedly make a huge difference to the campaign and encourage others to use earplugs to protect their hearing.”

The Plug'em campaign has information about earplugs, safe/unsafe levels of sound and explains about maximum exposure times. For more details, go to www.plugem.co.uk.

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 people's environment can address these issues, and improve quality of life.**

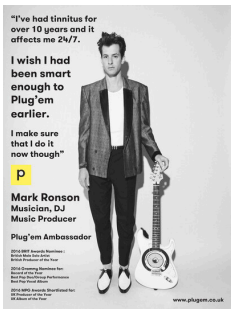
The experienced team at the BTA understands the impact that tinnitus can have on the lives of those who experience tinnitus and those who live with them, so seeks to provide the most appropriate and expert advice and information free of charge – via a confidential freephone helpline on 0800 018 0527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

Plugem is an awareness and prevention campaign being run by the BTA, more details can be found at www.plugem.co.uk and also on Twitter at Plug_em, Facebook fb.com/plugemuk and on Instagram at Plug_em.

Mark Ronson is currently shortlisted for the MPG Awards UK Producer of the Year Award sponsored by

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the 'BRIT Awards', and 'UK Album of the Year' both for 'Uptown Special'. The Awards will be announced 3 February 2016.

Mark is also nominated for the Grammys for Record of the Year – Uptown Funk ft. Bruno Mars, Best Pop Duo/Group Performance – Uptown Funk ft. Bruno Mars and Best Pop Vocal Album – Uptown Special which will be announced 15 February 2016.

Mark is also a nominee for the British Male Solo Artist and British Producer of the Year BRIT Awards 2016 which will be announced 24 February 2016.

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