Northampton’s Audacious show their support for the British Tinnitus Association

Tuesday 10 March, 2020

10 March 2020 – New mobile network Audacious, based in Northampton, have 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 over 40 years the charity has supported the one in eight 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.

Rob Shardlow , CEO of Audacious commented: “Audacious has seen first-hand the fantastic work done by the BTA, and we are proud to be partnering with them to be offer the Audacious mobile service to BTA members. We hope that this will help many BTA members hear better on their phones, and find it easier to stay in touch with friends and family.”

“Through our partnership with BTA and their fantastic range of support services, our team benefit from up to date training and knowledge of tinnitus, enabling us to better understand and support our customer needs.”

Helen Goldsby-West, Head of Major Giving for the British Tinnitus Association, said: “Last year, the BTA supported over one million people. To do this, we are reliant upon the generous donations of our fundraisers and supporters, and contributions from Corporate Members like Audacious. We receive no direct government support and need to raise over £925,000 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 Rob and the whole Audacious team for their backing in our mission.”

Audacious can be found at www.audacious.co.uk or call 0330 135 9700

Ends

Press contact

Nic Wray, Communications Manager

0114 250 9933

nic@tinnitus.org.uk

Notes to Editors

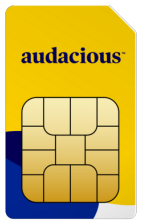
About the British Tinnitus Association

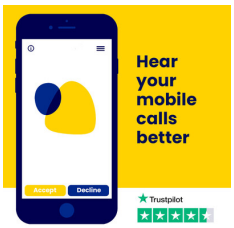
- The British Tinnitus Association (BTA) is an independent charity that supports over one million people living with tinnitus each year, and advises medical professionals around the world. It is the primary source of support and information for people with tinnitus in the UK.
- Tinnitus is the sensation 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.

Website: www.tinnitus.org.uk

Twitter: @BritishTinnitus

Media:





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About Audacious

- Audacious is a new mobile network launched in August 2019, on a mission to make calls clearer. Using world first technology to tailor mobile calls to the users unique hearing profile.
- Visit Audacious.co.uk to take a free, simple, commitment free hearing test to assess your own hearing profile and hear the difference Audacious could make. Audacious does not require customers to change their phone or number, simply sign up for a personalised SIM and start to upgrade your conversations.
- Audacious was awarded the Tech Innovation of the Year Award and the Best Newcomer Award at the 2020 Uswitch Mobile Awards.

For further information, please contact: audacious@freuds.com / 0203 003 6336

British Tinnitus Association, Ground Floor Unit 5 Acorn Business Park, Woodseats Close, Sheffield, S8 0TB.

The British Tinnitus Association is a registered charity. Registered charity number 1011145.

Company Contact:

Tinnitus UK

T. 0114 250 9933
E. nic@tinnitus.org.uk
W. https://www.tinnitus.org.uk

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