



Hearing Loss Association of Washington
Let's Loop Seattle
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FOR IMMEDIATE RELEASE

HEARING LOSS ASSOCIATION OF WASHINGTON LAUNCHES CAMPAIGN TO BRING HEARING LOOPS TO SEATTLE Seattle joins the national movement to get America "In the Loop"

(Seattle, WA –April 12, 2012) The Hearing Loss Association of Washington (HLA-WA) is launching a public education and access advocacy campaign: *Let's Loop Seattle*. *Let's Loop Seattle* aims to make the greater Seattle region fully hearing accessible, through both advocating for the installation of hearing loops and increasing public awareness of hearing loss and assistive hearing technology.

Hearing loops, are a simple technology that can radically improve one's ability to hear. An induction hearing loop, or audio frequency induction loop (AFILS), is created by "looping" a wire around a room or space to create a magnetic field. The wire is then connected to a sound amplifier, which is then routed to a microphone, speaker, or PA system. The Hearing Loop transmits sound directly to a telecoil—a small receiver installed in most hearing aids and all cochlear implants. Hearing loop systems cut out all background noise, allowing the user to hear clearly and immediately by simply switching his or her hearing device into the telecoil position.

Hearing loops are the internationally accepted standard for providing universal hearing access. They are widely embraced and highly successful across Northern Europe, and are being adopted across the US. Hearing loops can be installed nearly anywhere, from theatres and concert halls to inside trains, train stations and ticket counters. Once hearing loops are installed, they are always active and can accommodate one or one-thousand users. They require little maintenance and are regarded as the most cost effective way to provide hearing access. Furthermore, hearing loops are easy, effective, and inconspicuous to use—they don't require users to seek, wear, and return special equipment—so they are utilized by more people.

The official launch of *Let's Loop Seattle* will be held on **Friday, April 20th, 5:30 PM** at the recently looped Volney Richmond Auditorium at Virginia Mason. The kick-off event will include demonstrations, vendor tables, a presentation by hearing loop advocate David Myers, and an opportunity to talk to experts about the many applications of Hearing Loops. The event is free and open to the public and the media.

Let's Loop Seattle is a public education and access advocacy campaign launched by the Hearing Loss Association of Washington, in cooperation with the national "[Get in the Hearing Loop](#)" campaign, launched by the [American Academy of Audiology](#) and the [Hearing Loss Association of America](#). *Let's Loop Seattle* builds knowledge about hearing loops, provides information and resources to facilities and users, supports certified users, and most importantly, strives to bring hearing loop technology to our region, to ensure that residents and visitors alike, can hear all this great region has to offer. For more information about the campaign, hearing loop technology, or to see a list of regularly updated looped facilities, please visit our website: www.loopseattle.org.

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