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Welcome to the House Ear Institute's Newsroom, where you'll find our up-to-the-minute news and information. In this section, you can explore our full range of media materials and resources, plus recent articles and upcoming events. Are you interested in receiving Institute press releases upon distribution? Sign up for our complimentary news delivery by clicking on the "Receive HEI Releases" button.

Sennheiser Continues Support of Sound Partners Teen Hearing Conservation Initiative

Los Angeles, CA – May 2, 2008 – House Ear Institute sponsor Sennheiser Corporation has renewed its commitment to the Sound Partners® Teen Hearing Conservation Initiative – *It's How You Listen that Counts®*. Teens are a consumer group at particularly high risk for hearing damage from noise.

"With hearing loss on the rise, the House Ear Institute feels it is imperative to educate teens and young adults on the importance of smart listening habits so they know how to protect their hearing from damage over the long term," says Marilee Potthoff, program director, House Ear Institute. "We are happy to again have Sennheiser's support."

"At Sennheiser, we are in the business of providing professionals and consumers with superior quality audio equipment," said Stefanie Reichert, vice president strategic marketing at Sennheiser Electronic Corp. "We are proud to renew our partnership with the House Ear Institute's Sound Partners® program because we want young people to be enjoying great audio for years to come."

The initiative is focused on strategically reaching teens online and in the schools. It's educational video spot featuring Ear Bud and teens is posted on YouTube.com, and a profile of Ear Bud has attracted a network of friends on MySpace.com including the Rolling Stones, Beyoncé, John Mayer and other music celebrities. An Ear Bud profile launched on MyYearbook.com in October 2007 has already drawn almost 50,000 new friends.

A Sennheiser product will be the grand prize in at least one of the survey contests on the initiative's homepage, www.earbud.org. To date our educational outreach initiative, *It's How You Listen That Counts®*, have involved more than 35 million online impressions, which drove hundreds of thousands of teens to the educational content on the earbud.org website and many more to our educational content on the social networking sites popular with today's teen population.

For additional information, visit House Ear Institute's Sound Partners® program at www.hei.org or the site for teens and young adults at www.earbud.org, where visitors can even request a free pair of earplugs.

About the House Ear Institute

The House Ear Institute (HEI) is a non-profit 501(c)(3) organization dedicated to *advancing hearing science through research and education to improve quality of life*. HEI scientists investigate the cellular and molecular causes of hearing loss and related auditory disorders as well as neurological processes pertaining to the human auditory system and the brain. Our researchers also explore technology advancements to improve auditory implants, hearing aids, diagnostic techniques and rehabilitation tools. The Institute shares its knowledge with the scientific and medical communities as well as the general public through its education and outreach programs.

About Sennheiser

Sennheiser is a world-leading manufacturer of microphones, headphones and wireless transmission systems. Established in 1945 in Wedemark, Germany, Sennheiser is now a global brand represented in sixty countries around the world through long-term distribution partners and subsidiaries in France, UK, Belgium, the Netherlands, Denmark,

Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA. Sennheiser's technology is produced in manufacturing plants in Germany, Ireland and the United States of America. Their pioneering excellence in technology has rewarded the company with numerous awards and accolades including an Emmy, a Grammy, and the Scientific and Engineering Award of the Academy of Motion Picture Arts and Sciences.

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