

ISLAND BETTER HEARING

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FOR IMMEDIATE RELEASE

MURPHY'S MUSIC JOINS HEARING HEALTH AWARENESS CRUSADE

Our newest ally in the war against hearing disorders is local music store owner and school developer JEFF FROHMAN from Murphy's Music (Melville) and Musicology (Smithtown). For over 30 years, Murphy's



has been supporting Long Island's music community from top professionals to the new beginner. Their newly renovated studio, classrooms housing Murphy's Garage Band Workshops and their Summer Music Performance Camp are well recognized throughout the Suffolk County area.

Unlike the conglomerate retail giants nearby, Mr. Frohman's approachable yet genuine demeanor reflects upon his store's community appeal and record longevity. It is this same congeniality that allowed us to share our directives at the LIAHP and our awareness mission. It was then that we explored conducting a hearing health day in the form of a free public screening for his patrons and students.

In the spring of 2016, the LIAHP Founder & Program Director Dr. Lori Trentacoste conducted a major presentation to the board members of the L.I. Music Hall of Fame (also in the Melville area) about the major hearing loss epidemic in America. The 50+ million sufferers include musicians in the top 3 list of demographic studies. From professionals to students, musicians are all subject to major hearing disorders due to exposure to repeated high frequency sounds during practice. Even more are prone to suffering from high volume abuse and the mis-use of inferior and unsafe technologies like cheap earbuds and earphones. The LIAHP approaches music schools and stores like Murphy's Music to share concerns for artists in the form of screenings, awareness and the introduction of clinically prescribed hearing protection. "Now more than ever, we are exposed to so many damaging influencers to our hearing... where the love for music needs to actually come with safety instructions!"

The LIAHP supports Mr. Frohman's interests to promote hearing health awareness for all his customers and students. Together, we hope to bring true awareness to the music community and some major resources to test and prevent issues to public hearing health.