



PRESS RELEASE

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Sarasota, FL

May 17, 2012

Burns Court Cinema is the first movie house to offer a hearing loop

Burns Court Cinema will become the first movie house in Florida to provide a hearing loop system for its audience. The system has been installed for both screen's number one and three at its downtown Sarasota location.

Barbra Caras, the Executive Director of the parent Sarasota Film Society, commented, "we discovered that many people with hearing loss come to the foreign films that we show because of the sub-titles. But many of these same movie-lovers often don't go to American films any more simply because of their hearing disability." Managing Director Nick Caras added, "The auditory experts told us that hearing aids have no problem in helping one to 'hear' movies, but often they do not deliver the clarity a person needs to fully 'understand' what they hear. But once we learned the loop is the ideal solution to deliver clear, clean sound to a hearing aid, we knew we had to react to this huge need."

There is a big local need as over 110,000 people in Sarasota and Manatee Counties with hearing loss and the 16.1% of the population represents the highest incidence in the US. Jim Scott of Complete Hearing Solutions, the company that installed the loops, addressed the obvious question: "Why are there so many people with hearing loss here in SRQ? Simple math. Hearing loss progresses with age and Sarasota County has the highest incidence of seniors in the county at 31%."

The hearing loop burst onto the local scene late last year when most of the playhouses in town, such as Van Wezel and Player's, added the revolutionary system that sends all the voices and musical sounds of a performance directly into the hearing aids worn by audience members. Sarasota became the first city in the US with more than four playhouses looped, as 16 have now added the system. While the loop has proven extremely effective at many US playhouses and almost all European major playhouses movie theatres, Burns Court Cinema is the one of the first US film houses to recognize the system. For a full list of local looped venues, go to the Hearing Loss Association of Sarasota's website: www.hlas.org.

About Sarasota Film Society

The Sarasota Film Society is a 501(c)(3) non-profit, member-supported organization, dedicated to providing the highest levels of movie entertainment and film education to the public. The Society offers first-run American and foreign run movies, film festivals plus special events such as a Filmmakers Summer Camp for children.. The Society's two separate and unique facilities are at Burns Court Cinemas in downtown Sarasota and the Lakewood Ranch Cinemas. For more details on their movie schedule and its many programs, visit <http://filmsociety.org>.