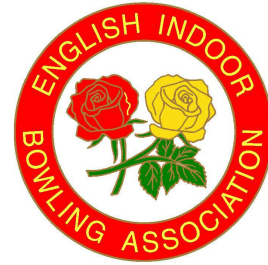


# English Indoor Bowling Association Ltd

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## HIDDEN HEARING BECOME AN OFFICIAL SUPPLIER OF THE ENGLISH INDOOR BOWLING ASSOCIATION

The English Indoor Bowling Association Ltd is delighted to welcome Hidden Hearing as an Official Supplier.

Hidden Hearing is a high-street hearing specialist with nearly 50 years experience in hearing healthcare. They campaign for greater awareness of the health issues related to undiagnosed hearing loss, providing free hearing tests, advice and information on the latest hearing technology.

Hidden Hearing want to engage actively with Indoor Clubs at a local level. A series of Wellness Events will be conducted in Clubs across the Country where Hidden Hearing will invite members of the local community to attend and provide an opportunity to promote the Club and the sport of Indoor Bowls.

As part of the partnership Hidden Hearing will be the Title Sponsor of the Men's Over 60s County national knock out competition.

Commenting on the sponsorship EIBA's Chief Executive Peter Thompson said: "To secure Hidden Hearing as an Official Supplier is a tremendous boost to the Association and the sport. Not only will Hidden Hearing be promoting their products and Services to Indoor Bowlers, they want to help the sport develop by introducing their customers to an Indoor Club near them."

Claire Foster, Hidden Hearing's Marketing Director added: "We are delighted to be working with the EIBA, to promote the game to a wider audience and demonstrate how playing the sport and being active can have a positive effect on overall health and wellbeing."

For information on hearing health, click on the Hidden Hearing logo on [www.eiba.co.uk](http://www.eiba.co.uk) or call 0800 037 2060. Hidden Hearing offer free hearing tests and are giving Indoor Bowlers an exclusive 10% off the purchase of any hearing solution, by quoting **BOWL5000**.

Peter Thompson  
Chief Executive

29<sup>th</sup> November 2016