

Fans of Kansas City Chiefs Aim to Break Record for Stadium Noise; 3M Donates 36,000 Sets of Earplugs to Help Fans Protect Hearing Loss

On Sunday, fans aim to break the world record for "Loudest Crowd Cheer at a Sports Stadium" during the Kansas City Chiefs-Oakland Raiders NFL game. Fans will set the Guinness World Record at Arrowhead Stadium if they exceed 136.6 decibels (dB). Breaking the record may come at a cost, though, as exposure to loud sounds, greater than 85 dBA, can cause permanent hearing loss and tinnitus.

As a leader in hearing conservation, [3M](#) is participating in this event by donating 36,000 sets of earplugs for fans to wear during the game. To help prevent permanent hearing loss, 3M encourages fans to wear hearing protection during all loud events at work, at home and in the public. Fans can [download 3M's hearing conservation mobile app](#), which includes a sound level meter that indicates when noise levels may exceed 85 dB. The app is available for [iOS](#) and [Android](#) users. 3M has also donated a 3M™ SoundPro™ Sound Level Meter to measure the decibels during the game.

Fast Facts:

Hearing protection should be worn when exposed to noises that exceed 85 dB.

The current record for crowd noise is 136.6 decibels, set at the Seattle Seahawks NFL game on CenturyLink Field on September 15, 2013.

3M is working with the Kansas City Chief's organization, which will have volunteers handout the free earplug samples.

According to the World Health Organization (WHO), hearing loss is the most prevalent sensory disability globally.

How loud is too loud? Noises above 85 decibels can cause damage. Examples:

- Attending a football game (100 to 120 dBA)
- Using a leaf blower or chainsaw (95-120 dBA)
- Riding a motorcycle (80-110 dBA)
- Using a lawn mower (82-103 dBA)
- Attending a rock concert (90-120 dBA)
- Listening to a personal music player (75-114 dBA)
- Shooting firearms (140 to 165 dBA)
- Watching a movie at the theater (72-104 dBA)

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

About 3M Personal Safety Division

3M offers a comprehensive, diverse portfolio of Personal Protective Equipment (PPE) solutions providing respiratory protection, hearing protection, fall protection, reflective materials for high-visibility apparel, protective clothing, protective eyewear, head and face protection, welding helmets, and other adjacent products and solutions such as tactical safety equipment, detection, monitoring equipment, active communications equipment and compliance management. In 2012, 3M celebrated 40 years of occupational health and safety leadership – recognizing the company's respiratory and hearing protection solutions

introduced in 1972. Visit www.3M.com/PPESafety or <http://m.3m.com/PPESafety>. Or connect with our hearing protection initiative on Facebook at <https://www.facebook.com/3MHearingProtection> or on Twitter at <https://twitter.com/3MEARfit>.

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For more information:

Download 3M's new hearing-conservation mobile app, which includes a sound-level meter. [Download for IOS](#) [Download for Android](#)
Take 3M's Hearing Pledge at www.hearingpledge.com

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