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MERA Releases Practice Safe Sound Campaign

Indianapolis, IN: The Mobile Enhancement Retailers Association, MERA, introduced the Practice Safe Sound campaign during opening ceremonies at MERA KnowledgeFest 2004 in Louisville, KY. This program is designed to aid the industry in the onslaught of noise legislation across the country.

Practice Safe Sound includes a poster; counter card and a consumer handout that will help retailers raise the level of awareness with their customers. It is important for retailers to help consumers understand local noise ordinances and the ramifications of playing their music in residential areas too loud. The program is designed to show local communities and the entire country that MERA members are helping educate consumers on safe sound.

The Practice Safe Sound poster and counter card were shipped to all MERA member retailers in late February and will be in stores by the time they return from MERA KnowledgeFest. The consumer handout is available on MERA's web site at www.merausa.org. This handout will explain the program to consumers and offers some helpful hints on how to make their newly acquired system last longer.

MERA members who have multiple locations and need more posters may contact MERA at 800-WHY-MERA (949-6372) for additional sets.

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