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The Essential Resource for Specialty Retailers

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Practice Safe Sound – Do You Know Where Your Poster Is?

At MERA KnowledgeFest 2004, MERA introduced the Practice Safe Sound™ campaign, a program designed to aid the industry in the onslaught of noise legislation across the country. Retailers play an integral role in helping consumers understand local noise ordinances and the ramifications of playing their music too loudly in residential areas. The program is designed to show local communities and the entire country that MERA members are helping educate consumers on safe sound.

As part of the campaign kick-off, MERA sent all retailer members a Practice Safe Sound™ poster, counter card and consumer handout to help them raise the level of awareness among their customers. MERA members who have joined since the original shipment of Practice Safe Sound™ materials should also have received the promotional items as part of MERA's "new member" kit.

Are you displaying your poster and counter card? Do you even know where they are? We sure hope so.

If you need more materials for other stores or locations, please call Susan Kissel at 800-WHY-MERA (949-6372) extension 138, for additional sets.

How about those handouts? It's a good idea to give your customers the Practice Safe Sound™ handout when they purchase a stereo, amp or complete system. Besides educating customers on the campaign, the handout also gives them information about what destroys speakers and some useful hints to make their system last longer. This may prove to be a valuable tool in keeping your customers happy.

If you need more handouts, the document is downloadable from MERA's website. Just [Click Here](#) to Download handout.

The mobile electronics industry is often characterized as irresponsible with respect to protecting the rights of private citizens regarding noise. It's very important that you take part in this program to show the special interest groups and our legislators that the mobile enhancement industry is doing its part. These activists are determined to restrict the sales, use, installation and possession of

boom car systems. We must act responsibly and educate our customers regarding safe sound.

If you need advice regarding noise ordinances in your area or other legislative help call the MERA Legislative Hotline at 877-LAW-MERA (877-529-6372).

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