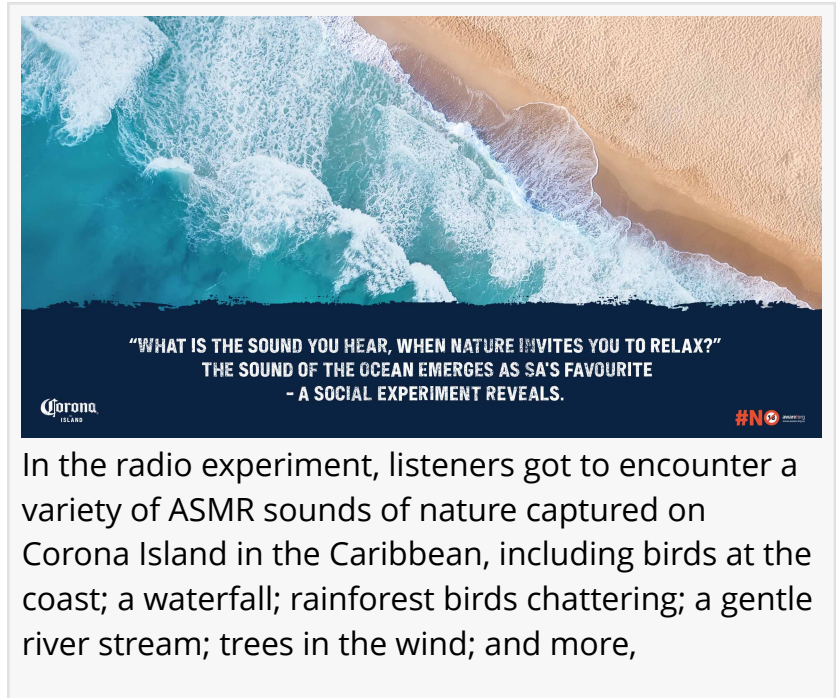


SA's FAVOURITE SOUND OF NATURE REVEALED

With the summer season about to start, South Africans reveal their favourite sound to relax to in a fascinating social experiment.

CAPE TOWN, SOUTH AFRICA, October 24, 2023 /EINPresswire.com/ -- The soothing sound of the ocean emerged as South Africans' favourite nature tone to relax to, following a fascinating social experiment held by 5FM and Corona in which listeners were asked the question: "What is the sound you hear, when nature invites you to relax and unwind?"



In the radio experiment, listeners got to encounter a variety of ASMR sounds of nature captured on Corona Island in the Caribbean, including birds at the coast; a waterfall; rainforest birds chattering; a gentle river stream; trees in the wind; and more,

In the radio experiment, listeners got to encounter a variety of ASMR sounds of nature captured on Corona Island in the Caribbean, including birds at the coast; a waterfall; rainforest birds chattering; a gentle river stream; trees in the wind; and more, with ocean waves coming out tops.

“

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Nick Hamman

The idea behind the radio experiment – which tapped into the ASMR sound culture - was to impact the lives of South Africans in a positive way by bringing to life the importance of stepping out into nature, to unwind after a long year and reset this summer holiday.

Scientists have proven that being in nature has a profound impact on our brains and our behaviour, helping to reduce anxiety, brooding, and stress. On the other hand, it

increases our attention capacity, creativity, and ability to connect with other people. The relaxing effect that ocean sounds have on us, meanwhile, is due to “acoustic camouflage”, which drowns out other noises and distractions and helps to clear our minds of anxieties.

“As a brand born on the beach, we want people to take time out this holiday season to find their own piece of paradise. To get away from their screens and immerse themselves outdoors in

nature and discover the perfect sunset. So, the experiment was a fun, engaging way to encourage South Africans to truly relax and unwind this summer,” said Marsha Kumire, Marketing Director, Corona South Africa.

The Sounds of Nature experiment also highlighted Corona’s own sustainability practices which have been applied to the fragile ecosystem on Corona Island in the Caribbean and which will be visited by a group of South Africans this month on a once-in-a-lifetime getaway to paradise.

The South African couples, friends, and family, can expect to participate in a variety of rejuvenating activities, including relaxation zones that have been designed as serene spaces to disconnect from the digital world and reconnect with nature.

“I’ve spent the last decade of my life uncovering meaningful stories about our planet and the people doing great work to make it an exceptional place and Corona Island is unlike anything else I’ve experienced,” said 5FM host, Nick Hamman. “The island is a manifestation of paradise that exists to show humans what can be achieved when we adopt a philosophy of embracing our natural world and, entering into that space, allowed me to feel a strong sense of connectedness to nature, and a deep desire to protect and preserve it.”

Lindile Ndwayana
Celebrity Services Africa
+27 72 524 1956
[email us here](#)



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