



*NOTE TO MEDIA:* Our press releases are available in downloadable PDF format at our Online News Room: <https://nysmokefree.com/newsroom>. The webpage also includes an Experts Database with healthcare professionals and researchers from every region of New York State. Please contact us anytime to arrange an interview with any of our experts and/or Success Story participants.

## **FOR IMMEDIATE RELEASE**

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- *This Valentine's Day, there is much to love about becoming smoke-free*
- *Successful participants of the NY Quitline explain benefits of quitting smoking and vaping*
- *People overcoming tobacco\* dependence can receive free support from the NY Quitline*

## **FALL IN LOVE WITH BECOMING SMOKE-FREE IN NEW YORK STATE**

*People who overcame smoking and vaping with support from the New York State Smokers' Quitline express a variety of joys and freedoms*

**Feb. 9, 2024** – Successful participants of the **New York State Smokers' Quitline** (NY Quitline) love the many benefits of becoming and staying smoke-free. This Valentine's Day and every day, those who may be thinking about ending their toxic relationship with tobacco\* products can receive free assistance through the NY Quitline.

For added inspiration to help others quit, participants from the NY Quitline's annual "[Success Stories](#)" recently shared their reasons for falling in love with smoke-free living.

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### **A Commitment to Marriage and Saving Money Instead of Cigarettes**

Shortly after turning 30, [Tim D. of the Capital Region](#) faced a crossroads: continue to spend more than \$300 a month on cigarettes, or build a life with a serious girlfriend. He chose the latter option and overcame 13 years of regular smoking with free nicotine patches and nicotine gum from the NY Quitline. Tim, now 35 and married, estimates a savings of more than \$23,000 through four years of smoke-free living.

### **Goodbye to Menthol Cigarettes, Hello to Improved Swimming**

[Crystal G. of Manhattan](#) smoked menthol cigarettes for nearly 50 years and quit with support from the NY Quitline during the summer of 2022. While she initially quit to improve recovery from cervical spine fracture surgery, Crystal remains smoke-free because she feels rejuvenated. Now at age 63, one of Crystal's favorite activities is swimming. Thanks to improved health and breath control, she can swim laps and perform water aerobics.

### **Ditching the Vape Means Ditching the Jitters**

[Charlotte P. of Syracuse](#) tried vaping in 2021 and initially thought it calmed her. Instead, she became addicted to vape products, leading to asthma and periods of jitters. Through resources from the NY Quitline, Charlotte reframed her approach to quitting, developed a plan and received a free supply of nicotine patches. Now age 30 and vape-free for nearly a year, Charlotte feels more in control and calmer than ever before.

### **Improved Health Helps Overcome COVID-19**

Before vaccines became available, contracting COVID-19 could lead to precarious health effects. Those who used tobacco products risked worse outcomes due to decreased lung function and capacity. [Mary B. from the Greater Rochester Region](#) feels lucky she learned to quit smoking in early 2020 through the NY Quitline's assistance, as improved breathing helped her later that year to overcome COVID-19. At age 60, Mary enjoys activities from her younger years such as biking and swimming.

The NY Quitline encourages all those living in New York State to make 2024 smoke-free by calling **1-866-NY-QUITS** (1-866-697-8487), texting QUITNOW to 333888 or visiting [nysmokefree.com](http://nysmokefree.com). Participants can connect with a specialist through an online chat, request a call-back, [order free nicotine replacement therapy medications](#) and register for the six-week [Learn2QuitNY](#) text messaging program.

There is so much to love about becoming smoke-free. Don't wait any longer – contact the NY Quitline today before it is too late. You'll love yourself even more for achieving better health.

*\* The term tobacco throughout this press release refers to the use of manufactured, combustible commercial products and vape products – not the sacred, medicinal and traditional use of tobacco by Native American nations and other indigenous groups.*

#### **About the New York State Smokers' Quitline**

The New York State Smokers' Quitline is a service of the New York State Department of Health and based at Roswell Park Comprehensive Cancer Center in Buffalo, N.Y. It is one of the first and busiest state quitlines in the nation and has responded to nearly 3 million calls since it began operating in 2000. The Quitline encourages those who use commercial tobacco and vape products to talk with their healthcare professionals and access available Medicaid or health insurance benefits for medication support. All New York State residents can call 1-866-NY-QUITS (1-866-697-8487) or text QUITNOW to 333888 for coaching and resources, free of charge, seven days a week beginning at 9 a.m. Visit [www.nysmokefree.com](http://www.nysmokefree.com) for more information.

#### **About Roswell Park Comprehensive Cancer Center**

From the world's first chemotherapy research to the PSA prostate cancer biomarker, Roswell Park Comprehensive Cancer Center generates innovations that shape how cancer is detected, treated and prevented worldwide. Driven to eliminate cancer's grip on humanity, the Roswell Park team of 4,000 makes compassionate, patient-centered cancer care and services accessible across New York State and beyond. Founded in 1898, Roswell Park was among the first three cancer centers nationwide to become a National Cancer Institute-designated comprehensive cancer center and is the only one to hold this designation in Upstate New York. To learn more about Roswell Park Comprehensive Cancer Center and the Roswell Park Care Network, visit [www.roswellpark.org](http://www.roswellpark.org), call 1-800-ROSWELL (1-800-767-9355) or email [ASKRoswell@RoswellPark.org](mailto:ASKRoswell@RoswellPark.org).

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