[INSERT YOUR LOGO]

*NOTE TO MEDIA: Representatives for the New York State Smokers’ Quitline and Ro are available for in-person, phone or virtual interviews. Please consider this story as a timely and needed service to promote good health and good news. Thank you.*

**FOR IMMEDIATE RELEASE**

Media Contacts

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ORGANIZATION New York State Smokers’ Quitline

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* *Up to three months of free nicotine gum is available for New Yorkers seeking help to quit smoking or vaping; most will qualify*
* *Offer good while supplies last; New Yorkers are encouraged to tell family and friends*
* *New Yorkers can apply for the nicotine gum by calling 1-866-NY-QUITS   
  (1-866-697-8487) or visiting nysmokefree.com*

**[CITY/REGION] SMOKERS CAN RECEIVE UP TO   
THREE MONTHS OF FREE NICOTINE GUM**

*Time-limited offer available by calling 1-866-NY-QUITS;   
tobacco and vape-product users encouraged to tell family and friends*

**[NEAREST MAJOR CITY], N.Y. – Month and Day, 2020** – [CITY/REGION] smokers are encouraged to contact the New York State Smokers’ Quitline (Quitline) to receive **up to three months of free nicotine gum while supplies last**. The Quitline asks everyone to **spread the word to family and friends about this time-limited offer**, made possible thanks to a generous donation from [Ro](https://ro.co/), a U.S. telehealth company headquartered in Manhattan.   
   
Nicotine gum is one of seven [FDA-approved](https://www.fda.gov/consumers/consumer-updates/want-quit-smoking-fda-approved-products-can-help) nicotine replacement therapy (NRT) products to treat nicotine dependence and increases the chance for success in quitting. Those odds further increase when combined with coaching support from a trained tobacco treatment specialist, such as one of the Quitline’s Quit Coaches.    
“**We** **strongly encourage anyone who’s interested in the nicotine gum to spread the word to family and friends**,” said [LOCAL CONTACT, TITLE, NAME OF ORGANIZATION]. “Nicotine gum is an effective and proven medication to treat addiction and supplement the quit-process. It eliminates short-term cravings of cigarettes and can [double the odds](https://www.uptodate.com/contents/pharmacotherapy-for-smoking-cessation-in-adults) of successfully quitting when combined with a nicotine patch.”   
   
Each piece of nicotine gum typically lasts 20 to 30 minutes. Unlike traditional chewing gum, nicotine gum works when chewed only a few times and then parked along the inside of the mouth by the cheek.   
   
Interested smokers can receive the nicotine gum by contacting one of the Quitline’s Quit Coaches at 1-866-NY-QUITS (1-866-697-8487), who are available seven days a week beginning at 9 a.m. Nearly all Quitline participants are eligible to receive nicotine replacement therapy (NRT), coaching and self-help materials.   
   
The Quitline’s Quit Coaches work with all types of traditional tobacco and vape-product users by developing personalized quit-plans to navigate the behavioral and psychological aspects of nicotine dependence. Healthcare professionals can also connect to the Quitline’s [Patient Referral Program](https://nysmokefree.com/HealthcareProviders/ReferralPrograms) as a supplement to visits and follow-ups with their nicotine-dependent patients. Additional resources are available at [**nysmokefree.com**](https://nysmokefree.com/), the Quitline’s website.

**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 nicotine users to talk with their healthcare professionals and access available Medicaid or health insurance benefits for stop-smoking medications. All New York State residents can call **1-866-NY-QUITS** (1-866-697-8487) 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 [YOUR ORGANIZATION]**

ADD YOUR ORGANIZATION’S PRESS RELEASE BOILERPLATE DESCRIPTION – THIS IS OPTIONAL

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