Tips From Former Smokers Year 10 Press Release Template

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**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**10 years of Tips – Campaign urging smokers to quit returns**

*Ads focus on the toll of tobacco-related illness*

(**CITY, WI**) – The U.S. Centers for Disease Control and Prevention’s “Tips From Former Smokers” is marking its 10th year of helping smokers quit with a new series of ads that again use real people to show the impact of tobacco-related illness. Since the campaign started in 2012, it has helped over 1 million Americans to quit smoking and has inspired millions more to try.

This year’s ads include:

* [Rebecca C.](https://www.cdc.gov/tobacco/campaign/tips/stories/rebecca-c.html) smoked cigarettes and got Buerger’s disease, which cut off blood flow to her right foot. Only after the surgery to remove all five toes on her right foot did she fully understand how smoking could change her life.
* [Michael F.](https://www.cdc.gov/tobacco/campaign/tips/stories/michael-f.html)  lives with smoking-related chronic obstructive pulmonary disease (COPD). In his new ad, Michael explains that his wife used to smoke too, but she quit so she could stay healthy enough to help take care of him.
* [Tonya M.](https://www.cdc.gov/tobacco/campaign/tips/stories/tonya.html)  developed heart failure from smoking cigarettes and relies on a surgically implanted heart pump to keep her alive. Now Tonya’s husband and kids take care of her.
* [Geri M.](https://www.cdc.gov/tobacco/campaign/tips/stories/geri.html) smoked menthol cigarettes and now lives with COPD. Although it’s becoming harder and harder for her to breathe, Geri’s tip is to enjoy every day and never give up hope about the future.
* [Asaad M.](https://www.cdc.gov/tobacco/campaign/tips/stories/asaad-and-leah.html) was 19 when his mother was diagnosed with colorectal cancer from smoking cigarettes, and he became her full-time caregiver. His tip for families is to find gratitude everywhere you can because nothing in life is guaranteed.

While the ads provide plenty of reasons to quit, it’s also important to know that it’s never too late to quit. In fact, there are benefits no matter when you stop smoking (**GIVE EXAMPLES OF SHORT AND LONG-TERM BENEFITS OF QUITTING – YOU CAN PULL FROM THIS** [**LINK**](https://www.cancer.org/healthy/stay-away-from-tobacco/benefits-of-quitting-smoking-over-time.html)).

The ads run in Wisconsin through September. Members of the (**ALLIANCE NAME**) are glad to see the spots back on the air.

“These ads may not always be easy to watch, but they are effective,” said (**CONTACT NAME**). “We encourage all those motived by the ads to take advantage of free help that’s available in Wisconsin, particularly by calling the state’s Quit Line at 1-800-QUIT NOW (784-8669).”

Individuals on Medicaid who smoke or use commercial tobacco products can also receive free help to quit by talking to their doctor about the free help offered through the Medicaid Cessation Benefit.

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