Mother’s Day (Sunday, May 10) Press Release Template  
Drafted April 29, 2015

For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**(COUNTY/COMMUNITY) Moms: Celebrate your health this Mother’s Day by quitting tobacco use**

**(CITY, WI)** – This Mother’s Day, advocates from the **(COALITION/HEALTH DEPT, ETC.)** are encouraging moms who smoke or use tobacco to quit and reminding them that free help is available.

According to the coalition, the Campaign for Tobacco Free Kids reports that 17% women in Wisconsin currently smoke. In addition, 13.7% of Wisconsin women smoke during pregnancy—more than the national average.

**EXAMPLE QUOTE (PLEASE CUSTOMIZE YOUR OWN):** “The 2014 Surgeon General’s report states that women are now as likely as men to die from diseases caused by smoking, like Lung Cancer, Chronic Obstructive Pulmonary Disease, and Heart Disease,” said **(CONTACT NAME)** of the **(ORGANIZATION NAME)**. “We’ve got to do everything we can to help women quit tobacco use—lives are depending on it.”

Moms that use tobacco aren’t the only ones affected by their addiction. The Campaign for Tobacco Free Kids also reports that more than 1,000 Wisconsin kids have lost their moms to smoking and another 160 kids are also expected to lose their moms to smoking within the year. **(FEEL FREE TO ADD INFO ON SMOKING DURING PREGNANCY IF YOU WANT TO TALK ABOUT A DIFFERENCE EXAMPLE OF HARM FROM MOMS SMOKING/USING TOBACCO).**

The **(COALITION NAME)** cites many benefits to quitting tobacco use, including **(GIVE A FEW EXAMPLES FROM THIS LINK:** [**http://www.ctri.wisc.edu/News.Center/Fact%20Sheets/Updated%20ROS%20Handouts/7.WhatHappens.pdf**](http://www.ctri.wisc.edu/News.Center/Fact%20Sheets/Updated%20ROS%20Handouts/7.WhatHappens.pdf)**).**

Women who use tobacco and are ready to quit can call 1-800-QUIT NOW to receive free help and quit tobacco medications through Wisconsin Tobacco Quit Line. **(COMMUNITY/COUNTY)** residents are also encouraged to visit **(URL)** for more on the **(COALITION NAME’S)** tobacco prevention and control efforts.

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