



***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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- *Marcella W., age 42, found it harder to quit smoking compared to losing 160 pounds*
- *Ruptured ulcer in January 2024 led to tobacco-free journey with NY Quitline assistance*
- *Those in New York State can contact the NY Quitline seven days a week for free support*

CENTRAL NEW YORK RESIDENT OFFERS INSPIRATION FOR THOSE LOOKING TO BECOME TOBACCO-FREE IN 2025

New York State Quitline provided free support to Marcella W. of Cortland



Jan. 2, 2025 – *"I lost 160 pounds between 2021 and 2023. Compared to losing weight, quitting smoking was much harder. This was my final challenge for health and wellness goals. I encourage anyone who's thinking about quitting to go do it!"*

These are words of wisdom from 42-year-old Marcella W. (*pictured*) of Cortland in Central New York, who has enjoyed nearly a year of tobacco*-free living with free assistance from the [New York State Quitline](#) (NY Quitline). Marcella hopes her story will inspire others to pursue a tobacco-free lifestyle for 2025 and beyond.

Marcella first tried cigarettes in her early 20's after dating someone who smoked. She quickly became dependent and smoked cigarettes regularly for nearly two decades.

In recent years, Marcella accomplished dramatic wellness improvements in her life, including the gradual loss of 160 pounds between 2021 and 2023. Quitting smoking, however, was a struggle – especially since she viewed cigarettes as a substitute for food. Marcella recalls she must have tried 20 times to quit since the 2000’s, before a major health scare occurred in January 2024.

“I was in the hospital for a week after having a ruptured ulcer,” Marcella said. “When my doctor found out I smoked, he scared me straight and recommended I contact the New York State Quitline for additional support. I had once tried the service many years ago, but this time I was very motivated to achieve success.”

Marcella credits the NY Quitline’s fast shipment of free nicotine patches and follow-up support for helping her learn how to overcome cigarette cravings and stay tobacco-free. She also received assistance from her primary care professional and healthcare insurance.

“I wouldn’t have been able to do this alone,” Marcella said. “I’m grateful the (NY) Quitline delivered help right away.”

Marcella describes being tobacco-free as “amazing” and feels like she is able to breathe cleanly for the first time since her college years. With her improved health and stamina, Marcella now enjoys boxing – an activity she thought she’d never do.

“For anyone trying to being tobacco-free: prepare yourself for the first few weeks to feel miserable, but know you’re going to feel so much better in the long run,” Marcella recommends. “Be sure to distract yourself when cravings arise. For me, doing exercises or playing video games helped. It’s great to have so much more energy to be active, and of course it’s fantastic to save so much money. Decide to quit and go do it!”

Anyone may contact the NY Quitline by calling **1-866-NY-QUITS** (1-866-697-8487). They can also visit nysmokefree.com to connect with a specialist through an online chat, request a call-back or [order free nicotine replacement therapy medications](#). The NY Quitline additionally offers a [free texting program](#) to quit smoking or vaping, by **texting QUITNOW** (English) or **DÉJELO YA NY** (Spanish) to **333888**.

The NY Quitline wishes everyone a happy and healthy 2025 and beyond. Caring and trained Tobacco Treatment Specialists are available seven days a week to offer support for a life-changing tobacco-free journey.

** 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 Quitline

The New York State 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 those who live in New York State residents can contact the Quitline seven days a week for free coaching and resources. Text QUITNOW (English: *Learn2QuitNY*) or DÉJELO YA NY (Spanish: *Vivir sin tabaco es Vida*) to 333888 to register for a multi-week text messaging program, call 1-866-NY-QUITS (1-866-697-8487) starting at 9 a.m. or visit 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, call 1-800-ROSWELL (1-800-767-9355) or email ASKRoswell@RoswellPark.org.

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