



***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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- *Marion A., age 41 and a registered nurse, turned to cigarettes because of COVID-19 stress*
- *Powerful ad and free medication from the NY Quitline helped Marion become tobacco-free*
- *Those in New York State can contact the NY Quitline seven days a week for free support*

HUDSON VALLEY RESIDENT OFFERS INSPIRATION FOR THOSE LOOKING TO BECOME TOBACCO-FREE IN 2025

New York State Quitline provided free support to Marion A. of Sloatsburg



Jan. 2, 2025 – *"I don't think I like these anymore.' That's the phrase I told myself again and again to become tobacco-free."*

These are words of wisdom from 41-year-old Marion A. (*pictured*) of Sloatsburg in the Hudson Valley Region, who has enjoyed nearly a year of tobacco*-free living with free assistance from the [New York State Quitline](#) (NY Quitline). Marion hopes her story will inspire others to pursue a tobacco-free lifestyle for 2025 and beyond.

Marion first tried cigarettes at age 14 in a friend's backyard and began smoking more in college. Into her 30's, she regularly smoked about a half-pack of cigarettes a day but tried quitting on multiple occasions.

In 2013, Marion quit cigarettes using nicotine patches and remained tobacco-free for more than seven years. As a nurse, however, she endured the front-line struggles of the COVID-19 pandemic in 2020 and sought ways to cope with stress.

"I couldn't see my parents, I was living alone and work was chaotic," Marion said. "I hated the smell of cigarettes and knew how bad they were for my health, but I thought I could have just one. Things escalated after that. My days began to revolve around smoking, and I grew worried I wouldn't be able to quit again."



In April 2024, just as the thought of again becoming tobacco-free weighed heavily on Marion's mind, she saw a powerful television ad for the NY Quitline. The ad prompted her to visit nysmokefree.com for assistance, and she soon received a follow-up call from a Tobacco Treatment Specialist.

"I received free nicotine patches from the NY Quitline right away in the mail," Marion recalled. "The free and fast shipment felt like validation that someone cared about me trying to quit. The process of quitting felt less stressful this time around, and the money-savings from not having to purchase my own supply of patches was a great help."

Marion says becoming tobacco-free feels like having a break-up with a toxic boyfriend. She encourages those who smoke to keep trying to make quit-attempts, work on changing routines and envision what they want in life instead of cigarettes.

"I'm saving so much money and it's wonderful to have a sense of smell again," said Marion. Marion suggests, "As you quit, keep track of how many cigarettes you're *not* smoking – you'll be amazed how much it adds up!"

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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