



***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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- *Bruce G., age 68, became tobacco-free for his granddaughter after 50 years of smoking*
- *Provocative television ad encouraged Bruce to call the NY Quitline*
- *Those in New York State can contact the NY Quitline seven days a week for free support*

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

New York State Quitline provided free support to Bruce G. of Lewiston



Jan. 2, 2025 – *"I think for anyone looking to quit smoking, they need to know their 'why.' For me, the birth of my granddaughter was the catalyst to become tobacco-free."*

These are words of wisdom from 68-year-old Bruce G. (*pictured*) of Lewiston in Western New York, who has enjoyed six months of tobacco*-free living with free assistance from the [New York State Quitline](#) (NY Quitline). Bruce hopes his story will inspire others to pursue a tobacco-free lifestyle for 2025 and beyond.

Bruce remembers society being so much different when he was young. He recalls "seemingly everyone" smoking and cigarettes "available everywhere to smoke anywhere." Bruce began using cigarettes in high school and smoked at every opportunity as he embarked on a career in printing sales.

“There were many times in my life when I wanted to quit smoking and times when I briefly stopped, but stressful situations always brought me back,” Bruce said. “When my granddaughter came into this world last year, I saw her beautiful face and knew I didn’t want cigarettes to be one of her first smells.”

Just as Bruce created a plan to gradually cut down his use of cigarettes, he saw a provocative [television ad](#) from the New York State Department of Health. The imagery prompted him to call the NY Quitline for additional support.

“In the ad, I saw a family distressed because the father revealed he had lung cancer from smoking, and I thought to myself that I didn’t want to be a future burden to my family,” Bruce said. “The resources from the NY Quitline gave me that extra boost to overcome urges and reframe my routines. My girlfriend, who had previously become tobacco-free, also supported me every step of the way.”

Today, Bruce feels a sense of freedom and enhanced mobility with tobacco-free living. He has increased energy to enjoy longer walks and no longer encounters “smoker’s cough.”

“Addiction to cigarettes felt like a prison,” Bruce said. “I see people smoking outside in the wintertime and shivering – that’s one reminder of many reasons why I should continue to stay tobacco-free for the rest of my life. For those thinking about quitting: don’t be afraid to ask for help. Your friends will be on your side and will encourage you to stay focused.”

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-QUILTS (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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