



Call 1-866-NY-QUITS  
Visit [nysmokefree.com](http://nysmokefree.com)  
Text QUITNOW to 333888  
Texto DÉJELO YA NY al 333888

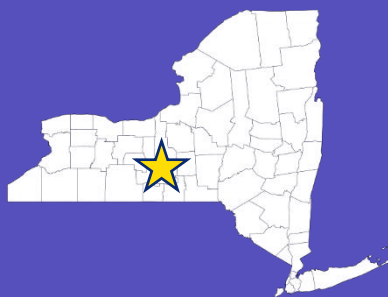
*"I don't think I would have been able to quit on my own."*



**Gaston L.**

**Age 39**

**Ithaca, NY**



## Finger Lakes Region Success Story

Gaston smoked cigarettes for more than 20 years. Upon relocating in January 2025 from Colombia to support his wife's career at Cornell University, one of the first television ads he saw was for the New York State Quitline. Gaston sought help, received free coaching and medications, and soon become tobacco-free.

*"I never tried quitting because I always feared how hard it would be and thought I'd just go back to smoking. But you can learn from attempts that aren't initially smooth. Once you succeed, you gain health and a better future."*