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**FOR IMMEDIATE PRESS RELEASE:**

**GREAT AMERICAN SMOKEOUT- NOVEMBER 16, 2006**

The American Cancer Society's 30<sup>th</sup> annual Great American Smokeout is scheduled for November 16<sup>th</sup>, the third Thursday of this month. The event is held annually to help millions of Americans quit smoking by encouraging them to quit for a day and is intended to "*get the ball rolling*" for a smoke-free lifetime.

If you've already decided to take the plunge and quit smoking, the Michigan Department of Community Health is here to help by having available, free of charge:

- Michigan Department of Community Health Quit Kits. This is a self help kit that even includes a coupon for a \$5.00 discount on nicotine gums and patches. You can get these kits by calling 1-800-537-5666.
- A Michigan Quit line: 1-800-480-QUIT (7848) with trained coaches. These trained coaches know how hard it is to quit and they are there to help you during your attempt.
- For those who do not have insurance, nicotine replacement patches and gum, also available by calling the Michigan Quit Line number.

In honor of the Great American Smoke-out the Branch-Hillsdale Tobacco Reduction Action Coalition will be rolling out a media campaign that will include billboards and print ads. Make sure you look for the billboards starting November 9<sup>th</sup> on RT.99 South in Hillsdale and on U.S. 12 West in Coldwater. This media campaign was made possible via a grant award from the Branch County General Endowment Fund.

For more information please call the Michigan Department of Community Health at 1-800-480-QUIT (7848). Limited amount of Quit Kits are also available by calling 517-279-9561 ext. 123.