

### 25 Words

Quitting tobacco may feel like a never-ending cycle, but this November 20, you have a reason to quit for good. Make quitting permanent. Call today.

*Call 1-800-QUIT-NOW (1-800-784-8669) or visit [www.quitlineiowa.org](http://www.quitlineiowa.org) for details or to enroll.*

### 50 Words

Quitting tobacco may feel like a never-ending cycle, but this November 20, you have a new reason to quit. The Great American Smokeout® is a chance to quit for a day – then a lifetime. Upon enrollment, a Quit Coach® staff member will help you become tobacco free. Make quitting permanent.

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### 100 Words

Quitting tobacco may feel like a never-ending cycle, but this November 20 you have a reason to quit for good. The American Cancer Society's Great American Smokeout® is a chance to quit for a day – then a lifetime. When you call or enroll online, a Quit Coach® staff member will work with you to change your behaviors and support you to become tobacco free. You may be eligible for 8 weeks of free NRT, which includes your choice of gum, patch or lozenge. Join the national movement and quit for a day on November 20. Then continue it and quit for life. Make quitting permanent.

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### 250 Words

Quitting tobacco may feel like a never-ending cycle, but this November 20 you have a reason to quit for good. The Great American Smokeout® is a chance to quit for a day – and then a lifetime. The Great American Smokeout® began in the 1970s, first with a local event in Massachusetts, then a state-wide "D-Day," or Don't Smoke Day, in Minnesota.<sup>1</sup> In 1976, the American Cancer Society in California got nearly 1 million smokers to quit for one day.<sup>2</sup> The following year, the event went nationwide. The Great American Smokeout® focuses on how even one day without tobacco can change your relationship with it.

If you are interested in quitting tobacco, whether it's cigarettes, cigars, chewing tobacco, or another form, we encourage you to participate in the Great American Smokeout® this year on

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<sup>1</sup> <http://www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/history-of-the-great-american-smokeout>

<sup>2</sup> Ibid.

Thursday, November 20, 2014. If you want to see what the rest of your life without tobacco would look like, call Quitline Iowa today.

When you call or enroll online, a Quit Coach® staff member will work with you to identify your triggers, establish plans to deal with them in advance, change your behaviors, and support you to become tobacco free. You will receive a quit guide, access to the Web Coach® website, and you may be eligible for 8 weeks of free NRT, which includes your choice of gum, patch or lozenge. Join the national movement and quit for a day on November 20. Then continue it and quit for life. Make quitting permanent.

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