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**Free Nicotine Replacement offered throughout February  
in conjunction with national Tips campaign**

LANSING, Mich. – In conjunction with the fifth year of the Centers for Disease Control and Prevention’s Tips from Former Smokers campaign, throughout the month of February the Michigan Tobacco Quitline will offer 8 weeks of free nicotine replacement therapy to anyone who calls and enrolls.

In Michigan, 16,200 residents die every year from smoking-related diseases. Smoking remains the leading cause of preventable death and disease in the United States. It kills about 480,000 Americans each year. For every person who dies from a smoking-related disease, about 30 more people suffer at least one serious illness from smoking. Nearly 70 percent of smokers say they want to quit.

“As residents listen to the newest ads from the Tips campaign, we are hoping to help them quit for good by providing 8 weeks of free nicotine replacement therapy,” said Nick Lyon, Director of the Michigan Department of Health and Human Services. “Each year we help thousands of Michigan residents quit through the Quitline. These ads help us further those efforts by helping people quit and never start.”

The fifth year of ads from the Tips campaign began on January 25, and will run for 20 weeks on television, radio, billboards, online, and in magazines and newspapers. The campaign features real people who are living with the effects of smoking-related diseases.

“All the Tips ad participants are heroes,” said Corinne Graffunder, DrPH, MPH, Director of CDC’s Office on Smoking and Health. “By courageously sharing their painful personal stories, they’re inspiring millions of Americans to make the life-saving decision to quit smoking.”

More than 30 people have leant their voice and story to the Tips campaign since 2012. Each real story represents thousands of Americans suffering from similar illnesses caused by smoking. Ads also highlight the benefits of quitting for loved ones, and the importance of quitting cigarettes completely, not just cutting down.

The Michigan Tobacco Quitline is open 24 hours a day, 7 days a week and can be reached at 1-800-QUIT-NOW (1-800-784-8669) or 1-855-DEJELO-YA (1-855-335356-92). For more information about the campaign, including profiles of the former smokers, links to the ads and more, visit [www.cdc.gov/tips](http://www.cdc.gov/tips). For more information about tobacco in Michigan, visit [www.michigan.gov/tobacco](http://www.michigan.gov/tobacco).

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