



***NOTE TO MEDIA:** Representatives for the New York State Smokers' Quitline and Ro are available for in-person, phone or virtual interviews. Please consider this story as a timely and needed service to promote good health and good news. Thank you.*

FOR IMMEDIATE RELEASE

Media Contact

Tony Astran, MPA, APR, TTS
New York State Smokers' Quitline
716-982-2088 (cell)
anthony.astran@roswellpark.org

- *Up to three months of free nicotine gum is available for New Yorkers seeking help to quit smoking or vaping; most will qualify*
- *Offer good while supplies last; New Yorkers are encouraged to tell family and friends*
- *New Yorkers can apply for the nicotine gum by calling 1-866-NY-QUITS (1-866-697-8487) or visiting nysmokefree.com*

UP TO THREE MONTHS OF FREE NICOTINE GUM OFFERED THROUGH NEW YORK STATE SMOKERS' QUITLINE FROM RO

Call 1-866-NY-QUITS; tell family and friends about this time-limited offer

BUFFALO, N.Y. – July 16, 2020 – The New York State Smokers' Quitline (Quitline) is offering up to three months of free nicotine gum while supplies last. Smokers and vapers can apply by **calling [1-866-NY-QUITS \(1-866-697-8487\)](tel:1-866-NY-QUITS) or visiting nysmokefree.com**. The Quitline asks everyone to **spread the word to family and friends about this time-limited offer**, made possible thanks to a generous donation from [Ro](http://Ro.com), a U.S. telehealth company headquartered in Manhattan.

Nicotine gum is one of seven [FDA-approved](#) nicotine replacement therapy (NRT) products to treat nicotine dependence and increases the chance for success in quitting. The Quitline also provides one-on-one coaching from specially trained Quit Coaches, which further supports the quit-process.

“We strongly encourage all those who hear about this offer to spread the word to family and friends who smoke or vape,” said Paula Celestino, director of client relations and outreach for the Quitline, based at Roswell Park Comprehensive Cancer Center in Buffalo, N.Y. **“Likewise, we ask healthcare organizations and other groups to tell the tobacco-using patients they serve about the offer and to pass the information on to their partners and affiliates.** We know most tobacco users want to quit – so the more people who know about the offer, the more people we can help.”

Nicotine gum eliminates short-term cravings of cigarettes and each piece typically lasts 20 to 30 minutes. Unlike traditional chewing gum, nicotine gum works when chewed only a few times and then parked along the inside of the mouth by the cheek. When combined with a longer-term FDA-approved NRT such as the nicotine patch, the resulting effect – called nicotine combination therapy – can [double the odds](#) of a smoker successfully quitting.

“Our mission at Ro is to give patients access to affordable, high-quality healthcare,” said Dr. Melynda Barnes, senior vice president of medical affairs and research for Ro. “By partnering with the New York State Smokers’ Quitline to provide free nicotine gum, our goal is to help thousands of fellow New Yorkers quit smoking and lead healthier lives.”

Quit Coaches are available seven days a week beginning at 9 a.m. at 1-866-NY-QUITS (1-866-697-8487). Nearly all Quitline participants are eligible to receive NRT, coaching and self-help materials. The Quitline’s Quit Coaches work with all types of traditional tobacco and vape-product users by developing personalized quit-plans to navigate the behavioral and psychological aspects of nicotine dependence. Healthcare professionals can also connect to the Quitline’s [Patient Referral Program](#) as a supplement to visits and follow-ups with their nicotine-dependent patients. Additional resources are available at nysmokefree.com, the Quitline’s website.

About the New York State Smokers’ Quitline

The New York State Smokers’ 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 nicotine users to talk with their healthcare professionals and access available Medicaid or health insurance benefits for stop-smoking medications. All New York State residents can call **1-866-NY-QUITS** (1-866-697-8487) for coaching and resources, free of charge, seven days a week beginning at 9 a.m. Visit www.nysmokefree.com for more information.

About Roswell Park Comprehensive Cancer Center

Roswell Park Comprehensive Cancer Center is a community united by the drive to eliminate cancer's grip on humanity by unlocking its secrets through personalized approaches and unleashing the healing power of hope. Founded by Dr. Roswell Park in 1898, it is the only National Cancer Institute-designated comprehensive cancer center in Upstate New York. Learn more at www.roswellpark.org, or contact us at 1-800-ROSWELL (1-800-767-9355) or ASKRoswell@roswellpark.org.

About Ro

Founded in 2017, Ro is a patient-driven telehealth company that puts patients in control of their health. The company builds technology to make healthcare accessible, affordable and enjoyable. Ro powers three digital health clinics -- Roman for men's health, Rory for women's health, and Zero for fighting smoking addiction -- as well as Ro Pharmacy, a simple and affordable online pharmacy where every medication is \$5 per month. The company's nationwide networking of physicians and pharmacies provides a personalized, end-to-end healthcare experience from online treatment to the delivery of medication and ongoing care. Visit Ro.co for more information.

#