



***NOTE TO MEDIA:** Our press releases are available in downloadable PDF format at our Online News Room: <https://nysmokefree.com/newsroom>. The webpage also includes an Experts Database with healthcare professionals and researchers from every region of New York State. Please contact us anytime to arrange an interview with any of our experts and/or Success Story participants.*

## **FOR IMMEDIATE RELEASE**

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- *NY Quitline participants throughout the state share their stories of successful quitting*
- *Marleny P. of The Bronx quit smoking in early 2022*
- *Free, proven, effective resources available for all those seeking a return to smoke-free living*

## **MARLENY P. FROM THE BRONX OFFERS INSPIRATION FOR THOSE SEEKING TO BECOME SMOKE-FREE**

*With support of free services from New York State Smokers' Quitline, 37-year-old Bronx resident celebrates nearly two years of smoke-free living*



**Jan. 2, 2024 – BRONX, N.Y.** – The start of the New Year is always a popular time for those thinking about quitting commercial tobacco\* or vape products to make a quit-attempt. [Most adults who smoke or vape want to quit](#), and it is not unusual for people to make multiple attempts before achieving lasting success. For those living in the Bronx and other parts of New York State seeking to become smoke-free, the **New York State Smokers' Quitline** (NY Quitline) and Marleny P. (*pictured at left*) offer inspiration for life-improving changes in 2024 and healthier years to follow.

Marleny first tried cigarettes at age 12 while growing up in the Dominican Republic. After moving to the U.S. at age 16, she found it easier to purchase cigarettes and smoked more often. Although she quickly developed a bad cough and frequently became sick during winter seasons, Marleny felt too addicted to stop smoking.

“There were so many times throughout my life when I wanted to quit, but my mind kept telling me to have another cigarette,” Marleny said. “I blamed myself and felt I had to do something; I was tired of wasting money and worried about developing cancer.”

With determination to quit permanently, Marleny called 3-1-1 and learned about the NY Quitline. After connecting with a specialist at 1-866-NY-QUITS, she learned about proper use of nicotine patches and received a free starter supply in the mail.

“When I called the Quitline, I didn’t have to wait for help,” Marleny recalled. “The specialist was very knowledgeable. We spoke for nearly 30 minutes about my triggers and figured out a good course of action. I picked a date to have my last cigarette and then threw away my lighters. The Quitline even called me twice to follow-up. I’m so thankful for their support.”

Now age 37, Marleny is close to two years smoke-free and feels healthier than ever. Her breathing greatly improved and she no longer encounters nagging irritations in her throat.

“For those trying to quit again, look back on what worked rather than what went wrong,” Marleny advises. “Tell your family and closest friends you’re quitting, especially if they are smokers. Set your mind to staying quit and say ‘no more and no thanks’ whenever urges occur. For me, there’s no more looking back – I feel good!”

The NY Quitline advocates all those trying to quit smoking and/or vaping to use its free services, speak with their healthcare professionals and access available support through healthcare insurance. For those anywhere throughout the Five Boroughs, [NYC Treats Tobacco](#) can also recommend local and online cessation group classes.

The NY Quitline encourages all those living in New York State to make 2024 smoke-free by calling **1-866-NY-QUITS** (1-866-697-8487), texting QUITNOW to 333888 or visiting [nysmokefree.com](https://nysmokefree.com). Participants can connect with a specialist through an online chat, request a call-back, [order free nicotine replacement therapy medications](#) and register for the six-week [Learn2QuitNY](#) text messaging program. If a slip-up happens along the journey, stay positive and *try, try again*. Cheers to the best year yet in 2024!

*\* The term tobacco throughout this press release refers to the use of manufactured, combustible commercial products and vape products – not the sacred, medicinal and traditional use of tobacco by Native American nations and other indigenous groups.*

**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 those who use commercial tobacco and vape products to talk with their healthcare professionals and access available Medicaid or health insurance benefits for medication support. All New York State residents can call 1-866-NY-QUITS (1-866-697-8487) or text QUITNOW to 333888 for coaching and resources, free of charge, seven days a week beginning at 9 a.m. Visit [www.nysmokefree.com](http://www.nysmokefree.com) for more information.

**About Roswell Park Comprehensive Cancer Center**

From the world's first chemotherapy research to the PSA prostate cancer biomarker, Roswell Park Comprehensive Cancer Center generates innovations that shape how cancer is detected, treated and prevented worldwide. Driven to eliminate cancer's grip on humanity, the Roswell Park team of 4,000 makes compassionate, patient-centered cancer care and services accessible across New York State and beyond. Founded in 1898, Roswell Park was among the first three cancer centers nationwide to become a National Cancer Institute-designated comprehensive cancer center and is the only one to hold this designation in Upstate New York. To learn more about Roswell Park Comprehensive Cancer Center and the Roswell Park Care Network, visit [www.roswellpark.org](http://www.roswellpark.org), call 1-800-ROSWELL (1-800-767-9355) or email [ASKRoswell@RoswellPark.org](mailto:ASKRoswell@RoswellPark.org).

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