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FOR IMMEDIATE PRESS RELEASE:

GREAT AMERICAN SMOKEOUT- NOVEMBER 18, 2004

The American Cancer Society's 28th annual Great American Smokeout is scheduled for November 18th, 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.

For more information please call the Michigan Department of Community Health at 1-800-480-QUIT (7848).

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