



## PUBLIC SERVICE ANNOUNCEMENT

April 27, 2011

### **HELP MOM QUIT SMOKING THIS MOTHER'S DAY**

FOR MANY FAMILIES, MOTHER'S DAY MEANS TAKING MOM OUT TO EAT, GIVING A GIFT, OR JUST SAYING THANKS. HERE'S ANOTHER GREAT WAY TO CELEBRATE: GIVE MOMS WHO CURRENTLY SMOKE THE LOVING SUPPORT, ENCOURAGEMENT AND INFORMATION THEY NEED TO QUIT SMOKING. WOMEN WHO SMOKE ARE AT GREATER RISK FOR HEART ATTACKS, LUNG CANCER, AND OTHER LIFE-THREATENING ILLNESSES. WHEN MOMS QUIT SMOKING, THEY IMPROVE THEIR OWN HEALTH, THE HEALTH OF THEIR FAMILIES, AND INCREASE THE LIKELIHOOD THEIR CHILDREN WILL GROW UP TO BE TOBACCO-FREE. IF YOU'RE A MOM WHO IS READY TO QUIT SMOKING, CALL THE MISSISSIPPI TOBACCO QUITLINE AT 1-800-QUIT-NOW (1-800-784-8669).