

# Quitting Tobacco Doesn't Have to Be Madness



When it comes down to crunch time, the Quit For Life® Program can help you win your battle against tobacco. A successful quit takes strategy and planning, similar to what it takes to win a championship game.

Enrolling in the program will give you access to a Quit Coach®, someone who will help you map out an individualized plan based on what will make you successful. You'll have access to a number of tools, including Web Coach®, an interactive website filled with videos and information to help you succeed. Along with unlimited access to your Quit Coach®, you may even qualify for free nicotine replacements, such as patch or gum.

Don't drop the ball. Call 1.800.442.8904  
or visit [www.quitnow.net/excellus](http://www.quitnow.net/excellus) to get started today.



The Quit For Life® Program is brought to you by the American Cancer Society® and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.

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