



Imagine the money you could save

If You Quit Smoking Today



One Day: \$7

You could buy a cup of coffee, do a load of laundry or purchase a day bus pass.

One Week: \$49

You could go out for dinner, buy a new pair of shoes, get a manicure or go to a barber shop.



One Month: \$210

You could do a fun, family activity, put extra money towards bills or save for emergencies.

One Year: \$2,555

You could buy a car, go on vacation or continue saving for a down payment on a new home.



Start Your Journey to Savings Today

HOT TO QUIT: No one has to quit alone to end tobacco use. A private 24/7 free, personal Quit Counselor will help you prepare to quit, link you to free Nicotine Replacement therapies and teach you how to encourage you to avoid slips and relapses. Call **1-800-QUIT-NOW**.

Contact us at the American Lung Association to find out more about our free in-person or online Freedom From Smoking® program.

1-800-LUNGUSA | Lung.org/ffs

Know the Facts

DID YOU KNOW: Nearly 40 million U.S. adults still smoke, and 72% of smokers have either fixed or low incomes. 18.8% of Pennsylvanian adults smoke compared to only 14% of the rest of the U.S.

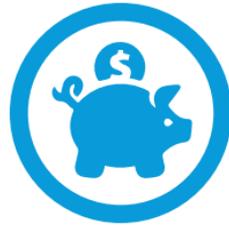


Targets

Declassified documents from Big Tobacco show they have targeted people with low incomes, African Americans, LGBTQ, people living with mental illness or substance abuse for decades, deeming them “powerless” and easy to manipulate into smoking.

Money

Big Tobacco has spent 80% of their 8.9 billion dollar marketing campaign making cigarettes cheaper in low income communities to ensure they keep their targets smoking.



Addiction

In the meantime, cigarettes have become more addictive than ever before. Big Tobacco has spent millions of dollars creating new technology to make nicotine delivery stronger in cigarettes. More nicotine creates a stronger addiction and makes it more difficult to quit.



**We are not powerless.
We are stronger than tobacco.**

Get connected 24/7 to a free quit coach with Nicotine Replacement Therapies. Call **1-800-QUIT-NOW**.

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