**Promotion Alert**

Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations and services.

**EX Featured in Washington Post Tomorrow**

1-800-QUIT-NOW possibly in article

NAQC has learned that EX will be featured in an article in the *Washington Post* newspaper tomorrow, April 8 that may include 1-800-QUIT-NOW.

In addition to the Post’s print version, its Web site reaches over approximately 8 million people across the nation. Articles published by the *Post* are often distributed to *Newsweek* and *Slate* – all totaling a reach an estimated 16 million people.

NAQC is working to learn more about other potential media from the EX campaign launch. We will continue to share new information with NAQC members.

This information was provided to NAQC by the American Legacy Foundation.

*For more information on the EX campaign, please visit NAQC’s Web site.*

*For more information on the Post article or ongoing national promotions of 1-800-QUIT-NOW, please contact Randi Lachter at rlachter@naquitline.org.*

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*About the North American Quitline Consortium:

NAQC is a Phoenix, Arizona-based 501(3)(c) organization that seeks to promote evidence based quitline services across diverse communities in North America.*