



Promotion Alert

April 2008
www.NAQuitline.org

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.