

January 2009
www.NAQuitline.org

A banner with a dark teal background. On the left is a blue and white network diagram. The text "PROMOTION Alert" is written in white, with "Alert" in a larger, serif font. Below it, in a smaller white font, is the text: "Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations & services."

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

Today Show Partners with Legacy on Cessation Series

"Today Calls it Quits" Series Airs This Week

1-800-QUIT-NOW Featured on Website

ABOUT "TODAY CALLS IT QUILTS SERIES"

NBC's *Today Show* has partnered with the American Legacy Foundation on a series set to air this week on smoking cessation called "Today Calls It Quits." From what NAQC has learned, the program will follow three smokers from Baltimore; the Washington, DC-area and New York City. The first segment will air this Thursday, January 29 with another to follow on Friday, January 30. With regard to 1-800-QUIT-NOW, *Today* only plans to promote the number on its Web site. NAQC does not know if any of the three smokers featured in the series have used quitline services.

ABOUT THE TODAY SHOW

5.5 million viewers a day.

Airs from 7:00AM to 11:00AM (EST) (*Check local listings for exact times in your state.*)

Web site: <http://today.msnbc.msn.com/>

Visit the [NAQC Promotion Alert Archive](#).

For more information about NAQC's work in coordinating national promotions of quitlines contact rlachter@naquitline.org.

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.

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