

MOTHER'S DAY GIFT IDEAS

Giving The Gift Of Good Health

(NAPSA)—Mother's Day gifts are selected to express heartfelt feelings. And while flowers and cards are common tokens of affection, there's something to be said for a gift that shines light on the importance of good health and a good cause.

Each year, more than 178,000 women die from tobacco-related diseases, including heart disease, cancers, stroke and emphysema—making tobacco-related disease the most preventable cause of death among women in this country. You may have a mother, daughter or friend who is struggling with tobacco addiction and want to show your support for her as she tries to quit smoking.

Circle of Friends: Uniting to be Smoke-Free is a new grassroots movement from the American Legacy Foundation to show support for women struggling to quit smoking, and highlight the toll of tobacco-related disease on American women, their families and communities. The Sunburst Pin is the icon of this new movement.

Designed exclusively for the American Legacy Foundation by world-renowned jewelry designer Angela Cummings, the Circle of Friends Sunburst Pin is meant to be a symbol of hope and inspiration for women and families choosing a tobacco-free future. Instantly recognizable by its distinctive sunburst pattern, the pin is a thoughtful gift of encouragement for someone thinking about quitting smoking, or for someone who's already made the commitment to quit. It can also serve as a wearable icon of support for friends and family struggling through the difficult process of quitting.

"On average, smokers make 8-11 quit attempts before quitting



An elegant pin can serve as a shining example for women living tobacco-free lives.

smoking, but research shows that when friends and families are there to offer their support, smokers have a better chance of quitting," said Dr. Cheryl Healton, President and CEO of the American Legacy Foundation. "Our campaign is about offering that support for smokers who want to quit."

Celebrities like actresses Brooke Shields and Cicely Tyson and pop star Jessica Simpson are participating in the campaign.

"This is a simple, yet powerful way for all of us to show our support for women trying to overcome their addiction," says Dr. Healton. "By wearing the Sunburst Pin, we become a 'circle of friends' for these women and provide them with the emotional support that increases their chances of successfully quitting smoking."

The Sunburst Pin is \$16, and is being sold exclusively through QVC. Call 1-800-345-1515 and ask for product number #J99555, or visit www.qvc.com/sunburst. At least \$5.00 from the sale of each pin will help fund services for women who are dedicated to living smoke-free lives.