

## **Christine “Quit Smoking For Those Who Love You” Memorial :15**

The spot opens on the Tips From Former Smokers logo and cuts to a photo of Christine standing with her son. We see that a large tumor is clearly visible along the left side of her jaw. Her state (Pennsylvania) and age of cancer diagnosis (44) are displayed on screen.

**CHRISTINE: My son really had to be head of the household because I became a dependent.**

The spot cuts to Christine sitting in her living room speaking to the camera. Her state (Pennsylvania) and age of diagnosis (44) are displayed on screen. She is missing a large portion of her jaw on the left side of her face.

**CHRISTINE: My tip is every time I wanted to smoke a cigarette I would think of my children.**

The spot cuts to a photo of Christine and her son and daughter. We see that a large tumor is clearly visible along the left side of her jaw.

The spot cuts to the art card, which reads “Christine died at age 62.”

**ANNCR: You can quit. For free help, call 1-800-QUIT-NOW.**

ART CARD: You can quit. For free help, call 1-800-QUIT-NOW. CDC LOGO

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