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Pathways to Wellness Joins the *Great American Smoke Out* with Free Acupuncture Treatments to Help Smokers Kick the Habit

BOSTON - To coincide with the American Cancer Society's *Great American Smoke Out*, Pathways to Wellness, a Boston-based, nonprofit holistic therapies center, is offering free lunchtime acupuncture treatments on Thursday, November 17 and Friday, November 18 for people who want to quit smoking.

Acupuncture detox treatments, which consist of gently inserting hair-thin, sterile, disposable needles at specific points in the ear, help to decrease physical cravings for tobacco and also lessen withdrawal symptoms associated with efforts to quit smoking.

The *Great American Smoke Out* is an annual nationwide event that takes place on the third Thursday of November. This year the event is scheduled for Thursday, November 17. On that day, all smokers are encouraged to quit for at least one day, in hopes they will quit forever. The event challenges people to stop using tobacco and raises awareness of the many effective ways to quit smoking.

"Millions of people across the country try to quit smoking on the *Great American Smoke Out* so it's a perfect time for us to offer free acupuncture treatments," says Kristen Porter, Executive Director of Pathways to Wellness. "Our hope is that after undergoing a free treatment participants will take the next step and join our Smoking Cessation Program," adds Porter, "we want to motivate people to quit smoking, not just for the day, but for good."

According to the Centers for Disease Control, in 2003, 45.4 million adults (21.6 percent) in the United States were current smokers and an estimated 70% of those smokers said they wanted to quit. Pathways to Wellness' Smoking Cessation Program offers a comprehensive holistic approach to nicotine detoxification and behavior modification and includes a combination of acupuncture treatments, Chinese herbal tea, and aromatherapy to control cravings and withdrawal symptoms.

Smokers interested in receiving a free acupuncture treatment should call Pathways to Wellness at 617-859-3036 to reserve a spot either on Thursday, November 17 or Friday, November 18. All treatment sessions will be held at Pathways to Wellness, 142 Berkeley Street, 2nd Floor, Boston. Sessions start at 12:00pm and last for approximately one hour. For more information visit www.pathwaysboston.org.

About Pathways to Wellness

Celebrating 15 years, Pathways to Wellness is a nonprofit organization dedicated to providing equal access to high quality holistic therapies including acupuncture, shiatsu, Chinese herbal medicine, and yoga.

Open to all people needing care, Pathways to Wellness is one of the country's largest providers of free and low-cost holistic medicine. Pathways practitioners specialize in chronic and life threatening illness, and work collaboratively in a team environment and in conjunction with Western medical professionals to offer an integrated approach to care.

Located at 142 Berkeley Street, 2nd Floor, Boston, MA 02116, Pathways to Wellness can be reached at 617-859-3036 or kporter@pathwaysboston.org. Additional information on Pathways to Wellness' services can be found on its web site at www.pathwaysboston.org

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