

Get up to \$200 when you complete a smoking cessation program

Live long. Breathe deeply. You can do it.

No question about it: it's hard to quit smoking. And it can be even harder when you're trying to do it on your own. To help you get started, we'll give you up to \$200 when you complete an approved smoking cessation program.

If your program costs less than \$200, you can use the remainder toward the purchase of nicotine replacement products or prescription smoking aids.

Take the first step today!

Sign up at www.ibxpress.com, or call **1-800-ASK-BLUE** (1-800-275-2583).



We're here for you every step of the way.

