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Tuesday, January 4, 2011
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Quit Smoking Site Swamped

by [John R. Polito](#)

Yesterday, instinct trusting New Year's quitters flooded WhyQuit.com, the Internet's oldest and most popular cold turkey quitting forum.

WhyQuit.com recorded 249,572 requests (hits) yesterday, January 3, 2011. What makes the site's popularity so astounding isn't that it's staffed entirely by volunteer quitting counselors, that it sells nothing, is ad free or declines donations. It's that since 2000 government health officials have consistently and diligently worked hard to [discourage](#) smokers from attempting to quit cold turkey.



Visitors to WhyQuit are greeted by rotating images of young smokers claimed in their [30s](#) and [40s](#) by smoking related diseases, primarily lung cancer. After getting your attention, WhyQuit leads visitors into the Internet's largest [library](#) of original stop smoking materials. There, they are introduced to free quitting e-books, and audio and video quitting lessons. After their motivation and education feasts, smokers are introduced to hundreds of thousands of messages at [Freedom from Nicotine](#), a highly focused and deadly serious peer support group.

Established in July 1999, WhyQuit is cold turkey's [leading](#) defender. The site's [primary message](#) is that each year more successful ex-smokers quit cold turkey than by all other quitting methods combined. It's a message contrary to all government health websites, which in [June 2000](#) officially adopted the pharmaceutical industry's mantra that quitting cold turkey is nearly impossible, that few succeed.

Table 3. Percent of Current and Former US Adult Smokers* Using Recommended Cessation Methods

	Current Smokers (%)*	Former Smokers (%)*
Followed recommended therapy (drug therapy and/or counseling)	15.1	6.8
Quit "cold turkey" or slowly decreased amount smoked	82.4	91.4
Other	2.5	2.1

*Weighted percents are age-adjusted; data for the analyses were derived from the National Health Interview Survey, 2000, National Center for Health Statistics, Centers for Disease Control and Prevention.

Source: American Cancer Society's "Cancer Facts and Figures 2003" report, Table 3, Page 25

While pharmaceutical industry quitting product marketing suggests that quitting without their product is nearly impossible, WhyQuit [teaches](#) that the vast majority of successful cold turkey quitters have never heard of WhyQuit, and that finding and using the website is not necessary for success.

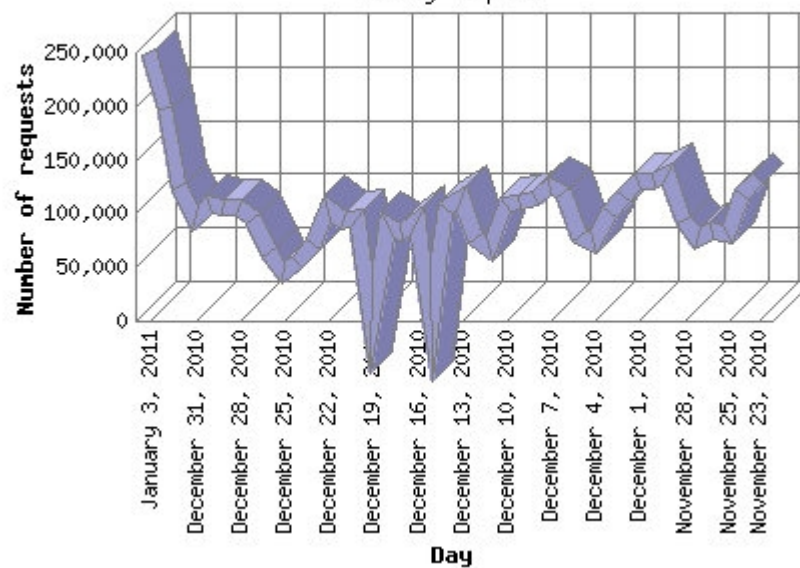
Instead, WhyQuit attempts to boost confidence in the smoker's own natural quitting instinct to totally end nicotine use, not replace it or swallow pills designed to imitate nicotine's effects.

The one lesson WhyQuit strives to teach every visitor is that chemical dependency upon smoking nicotine is as real, permanent and involves many of the same brain pathways as alcoholism, heroin or meth addiction. Why? Because fully accepting chemical dependency greatly simplifies quitting's rules. In fact there's really only one. It's that lapse equals relapse, that one is too many and a thousand never enough, that just one puff of nicotine and you should fully expect your brain to soon begin begging for more. WhyQuit calls it the "[Law of Addiction](#)."

Quitting is simply a matter of stopping. After that, continued success is a matter of sticking to your original commitment to - just one hour, challenge and day at a time - not allow nicotine back into your bloodstream.

WhyQuit records 249,572 requests on January 3, 2011

Daily Report

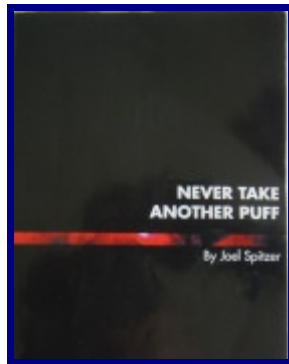


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Learn More About Stopping Smoking

- WhyQuit.com - the Internet's oldest forum devoted to the art, science and psychology of cold turkey quitting, the quitting method used by 80-90% of all successful long-term ex-smokers.
- ["Never Take Another Puff"](#) - a free 149 page quit smoking book in PDF format by Joel Spitzer of Chicago, the Internet's leading authority on cold turkey quitting and nicotine dependency recovery. Joel's free book is an insightful collection of almost 100 short quitting articles on almost every cessation topic imaginable.
- ["Freedom from Nicotine - The Journey Home"](#) - this link is to the free 240 page PDF version John R. Polito's new nicotine dependency recovery book. WhyQuit's 1999 founder and a former 30-year heavy smoker, John provides a comprehensive yet easy to follow road-map to freedom from nicotine.
- [Joel's Library](#) - Joel's Library is home to more than 100 original short articles by Joel Spitzer on

every quitting topic imaginable, home to 64 video quitting lessons and home to daily lesson guides that walk new quitters through the first two weeks.

- [Nicotine Addiction 101](#) - WhyQuit's guide to nicotine dependency.
- [Freedom](#) - the Internet's only 100% nicotine-free peer messageboard support forum. Explore hundreds of thousands of archived member posts.
- [Nicotine Cessation Topic Index](#) - an alphabetical subject matter index to hundreds of nicotine cessation support group discussions at [Freedom](#).
- [50 Quitting Tips](#) - A short summary of quit smoking tips



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Written January 4, 2011 and last updated January 4, 2011 at 1143 by [John R. Polito](#).