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**POW'R Tobacco Cessation Launches New Website, Serves Healthcare Providers**  
*Program of American Lung Association in NY Utilizes Social Media to Communicate*

(White Plains, NY) October, 17, 2011 – POW'R Tobacco Cessation Center and Liqui-Site Designs Inc. announced today the launch of a new website for POW'R Tobacco Cessation Center, at [www.powrcessationcenter.org](http://www.powrcessationcenter.org).

Serving Putnam, Orange, Westchester and Rockland Counties in New York State, POW'R Tobacco Cessation Center is a grant program of the [American Lung Association in NY](#), funded by the NYS Department of Health Tobacco Control Program. Using the evidence-based [5 A's Model](#) for Treating Tobacco Use and Dependence, POW'R offers [healthcare providers](#) free education and resources to assist them in helping their patients to quit smoking.

Smoking is the number one preventable cause of death in this country. Each year, 443,000 Americans die of smoking-related illnesses. Years of research have proven that patients listen to their medical providers. When healthcare professionals assist their patients in quitting smoking, successful quit rates increase from 7% to 30%.

Dianna Raxworthy, Director of POW'R Tobacco Cessation Center, said, "Our partnership with Liqui-Site in creating a more user-friendly website has been extremely positive. Their expertise allows for the integration of a social media strategy that will help us continue to enhance communication with our physician and clinician partners."

The new site includes a refined brand identity, a plethora of cessation resources for healthcare providers and tobacco users alike, email signup and social media integration. Visit POW'R Tobacco Cessation Center online at ( [www.powrcessationcenter.org](http://www.powrcessationcenter.org) ).

About Liqui-Site Designs Inc.

Since 2003, Liqui-Site Designs Inc. is an award-winning brand marketing firm based in New York and Rhode Island, specializing in a 360-degree approach to custom website design and development, including search engine optimization, social media and online marketing. The company serves businesses from start-up to Fortune 500 and non-profit organizations across the United States and abroad. Visit ( [www.liqui-site.com](http://www.liqui-site.com) ) or call (855) WEB-PLUS to learn more.

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