



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**THE WINNING RECIPE
FOR A HEALTHY LIFESTYLE**

Montreal, May 8, 2009 – The 5/30 Health Challenge, Quit to Win! Challenge and Smoke-Free Family program wrap up this year under the apt theme of a winning recipe. With their successful formulas, these three provincial campaigns once again convinced large numbers of Quebecers to improve their health by adopting healthy eating habits, getting more active and choosing a tobacco-free and smoke-free lifestyle.

Once again this year, the results of these major campaigns were enough to satisfy even the heartiest of appetites. As springboards toward a healthier Quebec, these three programs encourage healthier habits by helping people take charge of their lifestyles and by mobilizing players in a variety of milieus. The programs use stimulating, easy-to-use formulas that help people make changes enjoyably, respectfully and with support.

The 5/30 Health Challenge: Everyone takes part!

Over 430,000 Quebecers have registered for the 5/30 Health Challenge since the first edition five years ago. This year, 120,176 Quebecers took on the Challenge for the sake of their health, and that number is growing every year. For six weeks, from March 1 to April 11, 2009, participants committed to eating 5 servings of fruit or vegetables a day and getting active a minimum of 30 minutes a day, at least 5 days a week. The program supported participants with free support tools, such as the 530HealthChallenge.ca web site, encouraging newsletters and the IGA 5/30 Health Challenge kit. Over \$20,000 in prizes were awarded, including the 5/30 Desjardins Family Prize: a \$5,000 contribution to a registered education savings plan from Desjardins.

For the fourth year running, Francis Reddy was the Challenge's spokesperson. For the first time this year, participants who wanted to take their health resolutions further could add one or more of the three PLUS objectives: eating whole grains, strengthening muscles and relaxing to maintain balance. Eighty-three per cent of participants took on one or more of the additional challenges, demonstrating Quebecer's desire to improve their health. In a Leger Marketing survey, 85% of participants registered for the 5/30 Health Challenge indicated that it helped them maintain healthy habits.

Another well-known fact: the Challenge made major headway in the Anglophone community this year, doubling the number of English speakers taking part. The joint effort with the Community Health and Social Services Network and the addition of a new English-speaking spokesperson, Montreal boxer Otis Grant, seem to have done the trick.

Quebec municipalities throw down the gauntlet!

In 2009, the 5/30 Health Challenge made major progress with municipalities. There were a total of three challenges between 15 Quebec municipalities. The first was between Mayor Tremblay of Saguenay and Mayor Perreault of Sherbrooke. Second, Sainte-Marie de Beauce encouraged five other municipalities to take the road to health. And finally, in the Lanaudière region, six municipalities pitted themselves against the town of Mascouche.

ACTI-MENU congratulates the city of Saguenay, winner of the 5/30 Municipality prize for achieving the highest participation rate in a friendly duel with the city of Sherbrooke. A group made up of the towns of Sainte-Élisabeth, Saint-Cuthbert, Saint-Norbert, L'Épiphanie, Saint-Jacques and Chertsey also won the 5/30 Municipality prize for their victory in the Lanaudière region.

And finally, Sainte-Marie de Beauce received not only the 5/30 Municipality prize for outclassing other municipalities in the number of registrations in Nouvelle-Beauce, but also for achieving the highest rate of participation among all the cities that took part in the 2009 inter-municipal challenge.

The Quit to Win! Challenge: quitting smoking is contagious!

Recognized by the World Health Organization as one of the best ways to quit smoking, the Quit to Win! Challenge uses a friendly, accessible approach. Year after year, the formula is proven: two out of three participants come through the Challenge with flying colours!

The results speak for themselves. Since 2000, over 276,000 smokers have decided to take on the Challenge to win their battle against cigarettes. With the campaign in its 10th edition this year, 16,277 smokers decided to follow in the footsteps of Jici Lauzon, former smoker and spokesperson, by committing to quit smoking.

Teamed up with another smoker or working with a non-smoking sponsor, participants commit to not smoking for at least six weeks, from March 1 to April 11, 2009. Registered participants also receive a variety of help and support: the QuitChallenge.ca web site, encouraging emails sent at each of the stages of the quitting process and a free help kit available at Jean Coutu stores.

There's no doubt about it. The Quit to Win! Challenge is an effective, proven method to help reduce tobacco dependency in Quebec.

Smoke-Free Family: Take Your Butt Outside

With its "Take Your Butt Outside" campaign in 2008, the Smoke-Free Family program invited Quebec families to eliminate smoke from their homes and their cars year-round. The program was not an anti-smoking campaign as such, but rather an anti-smoke campaign. The objective? To protect children and members of participating families from the harmful effects of tobacco smoke. By registering, families made their decision to eliminate smoke from their homes and their cars official and received support in the form of tools and practical tips, such as the TakeYourButtOutside.ca web site. During the promotional period, families could obtain a free help kit from Jean Coutu stores.

Aware of the damaging effects of second-hand smoke, host and comedian Élyse Marquis was the spokesperson for the second year running. In spite of the fact that the program is still relatively new, 5,789 families registered in 2008, for an impressive total of 17,939 people reached by the campaign. Plus, awareness of the program was 54%.

This success is further encouraging given that the most recent campaign was even more effective. Compared with the results of the first edition in 2007, the 2008 edition of the Smoke-Free Family program reached twice as many Quebec households where there is smoke in the house and 2.5 as many families where there is smoke in the car. The program also reached twice as many families where there is a regular or former smoker in the family.

The 5/30 Health Challenge, the Quit to Win! Challenge and the Smoke-Free Family program are ingredients in a winning recipe that has proven itself and is having a positive impact on the lives of individuals as well as on the well-being of the community.

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Source: ACTI-MENU

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