



**Press release  
For immediate release**

## **THE QUIT TO WIN! CHALLENGE: 10 YEARS OF SUCCESS, NO BUTTS ABOUT IT**

Montreal, December 16, 2008 — The *Quit to Win! Challenge* is celebrating its 10<sup>th</sup> anniversary this year. Since 2000, the Challenge's winning formula has attracted over 260,000 smokers who wanted to break their dependence on cigarettes. This 10<sup>th</sup> anniversary is even more important as year after year the concept is proven effective: two out of three participants succeed in not smoking during the Challenge. That's quite a success rate!

Once again this year, the Challenge is being tackled in teams so that participants can support and help one another, thereby increasing their chances of winning the battle against cigarettes. Whether the teams are made up of a non-smoker sponsoring a smoker or two smokers trying to quit together, participants have twice the strike force against cigarettes. There is particularly promising news for those who choose to team up with a fellow smoker. A study that appeared in the *New England Journal of Medicine*<sup>1</sup> in spring 2008 reported that the risk of continuing to smoke is reduced by 67% when smokers quit with a spouse, by 36% with a friend and by 25% with a parent. It's a domino effect!

This year, the Challenge is inviting smokers who want to quit smoking to join the movement by teaming up with someone they know. They just need to visit [QuitChallenge.ca](http://QuitChallenge.ca) and register before March 1.

Jici Lauzon, a former smoker and spokesperson for the Challenge, is familiar with the advantages of a strong offensive team against tobacco. He suggested to his partner that

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<sup>1</sup> Christakis, N.A. & Fowler, J.H. (2008). "The Collective Dynamics of Smoking in a Large Social Network." *New England Journal of Medicine*. Volume 358, 2249-2258.



they team up to quit smoking while on vacation, on the beach in Cuba. Why? “For life, for the love of our son, to breathe better,” he says.

Obviously, any reason is a good one. But for Jici Lauzon, the secret of his success is clear: “It worked this time because we did it together. We took a photo to make our joint resolution official, we broke our cigarettes, we fought the same fight with determination, we encouraged each other... And we made it together.”

### **On the road to success**

When participants register for the Challenge, they receive several forms of help and support: the Jean Coutu “To the Rescue Kit,” the [QuitChallenge.ca](http://QuitChallenge.ca) site, which is brimming with tips, tools and information, a dynamic support community and *I’m Butting Out!* support emails. They can also take advantage of personalized support by calling the 1 866 jarrête line (1 866 527-7383) and their local Quit Smoking Centres. Not to mention that they could win one of the prizes, with a total value of over \$10,000!

Whether teamed up with a non-smoking partner or a fellow smoker, participants commit to not smoking for six weeks, from March 1 to April 11, 2009. To find out more and to register by March 1, just visit [QuitChallenge.ca](http://QuitChallenge.ca).

*The Quit to Win! Challenge is an initiative of ACTI-MENU and the Prevention Division of the Montreal Heart Institute. It is produced in partnership with a number of public and private organizations, notably Quebec’s ministry of health and social services (Ministère de la Santé et des Services sociaux du Québec), Quebec’s public health departments (Directions de santé publique du Québec), the Canadian Cancer Society, Jean Coutu, Pfizer and Novartis.*

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**Source:** ACTI-MENU

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