



Press Release
For immediate release

**Like Johanne, Louis-Alain, Louis, Martin and Anie...
Quit smoking with the *Quit to Win! Challenge***

Montreal, January 4, 2011 – With the beginning of 2011, you’ve made a resolution to quit smoking? Congratulations, that’s an excellent decision! You need help? **Take action with the *Quit to Win! Challenge*: it’s your best ally for success!**

For its 12th year, the *Quit to Win! Challenge* is back in force with several new features enhancing its already winning formula, in order to maximize your chances to successfully take up the *Challenge* to not smoke for 6 weeks, from March 1 to April 11.

The 2011 campaign is particularly motivating with the testimonials of 5 former participants who succeeded in quitting smoking with the *Challenge*. Thanks to their inspiring stories, they hope to encourage a large number of people to participate in the *Challenge*. With over 1,300,000¹ smokers in Quebec, of whom nearly 60% wish to free themselves from cigarettes², the odds are that many will respond to the invitation!

You want to quit smoking? Register on the QuitChallenge.ca website before March 1.

They succeeded... you can too!

Since its inception, the *Challenge* has helped thousands of people to quit smoking: Johanne, Louis-Alain, Louis, Martin and Anie are proof of this! All of these former participants acknowledge that the *Challenge* made a difference and really helped them in their process. This is why they have proudly and enthusiastically agreed to become its ambassadors.

“As soon as I registered for the *Quit to Win! Challenge*, it was an incredible source of motivation for me. It was a bit like taking out a membership in a gym: I had registered, I had no choice but to continue!” says Louis-Alain Robitaille, who quit in 2005 after over 20 years as a smoker.

For her part, Johanne Barsalou, who before butting out in 2008 had smoked for 37 years, explains: “What helped me the most in the *Challenge* were the testimonials by the other participants. Seeing that other people had succeeded before me or were going through the same things as I was inspired me and pushed me to not give up!”

1. Statistics Canada (2009). *Canadian Community Health Survey (CCHS)*. Table 105-0501.

2. Jolicoeur & Associés (Fall 2007). Bureau de Recherche du Centre National de Sondage. *L’usage du tabac, les habitudes des fumeurs et l’opinion de la population à l’égard du tabac*, tableau 4.1. : « Tentatives d’arrêt de fumer parmi les fumeurs actuels », prepared for the *ministère des Finances du Québec* and the *ministère de la Santé et des Services sociaux du Québec*.

“The information that I found on the *Challenge* website helped me prepare properly. This was the key to my success!” concludes Louis Tremblay, who smoked for nearly 15 years and quit out of concern for his health in 2009.

And Martin and Anie, a couple who quit in 2003 with the *Challenge*, are unanimous: “If it worked for us, it can work for you too! Either on your own or with a partner, register, it’s really worth it!”

A personalized Challenge!

This year, the *Quit to Win! Challenge* offers an even more flexible formula that allows people to build a *Challenge* in their own image in order to meet their individual needs even better and hence increase their chances of success.

First, participants have the choice of registering alone, in partnership with a non-smoking sponsor or with another smoker who also wants to quit. Then, in terms of accompaniment, they can choose from a variety of free support elements. Exclusively for those registered are the on-line **participant’s file** (new in 2011), the **support kit** provided in the PJC Jean Coutu pharmacies and the series of ***I’m Butting Out!* encouraging e-mails**. In addition to these are the **QuitChallenge.ca** website, the **Facebook page** (www.Facebook.com/defitabac) and the **TELUS Health Solutions application** to take advantage of the support of friends (also new). Finally, the ***Ligne j’Arrête* helpline (1 866 527-7383)** and the Quit Smoking Centres in different regions complete the support package.

“The *Quit to Win! Challenge* has proven to be an effective method of intervention with the public. Since 2000, nearly 295,000 smokers have participated in it. Of this number, an average of 2 out of 3 participants succeeded in not smoking during the 6 weeks of the *Challenge*”, explains Dr. Roxane Néron, spokesperson for the *Quit to Win! Challenge*. “Moreover, with the support that continues all through the year, the *Challenge* contributes to helping people not relapse and remain non-smokers!”

Are you ready to quit too? Register on QuitChallenge.ca before March 1.

In addition to free support, you’ll qualify to win one of many prizes of a total value of more than \$10,000, which is also motivating!

About the Quit to Win! Challenge

The *Quit to Win! Challenge* is an initiative of ACTI-MENU produced in partnership with several public and private organizations, namely the Quebec ministry of health and social services (*ministère de la Santé et des Services sociaux du Québec*), Quebec’s public health departments, the Canadian Cancer Society, Jean Coutu, Pfizer, Novartis and TELUS Health Solutions.

- 30 -

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