



Press release

Want to quit smoking? You can do it with the Quit to Win! Challenge!

January 4, 2012 – Is quitting smoking on your list of New Year’s resolutions? You’re in luck because the Quit to Win! Challenge is back to help you beat the odds! The positive motivational campaign encourages smokers to take the plunge and butt out. No matter how many times you have tried to quit in the past or how long you’ve been smoking, the Challenge is for you!

Register for free at QuitChallenge.ca by March 1. Plus, be entered to win a number of prizes totalling more than \$10,000, including a trip to a sun destination.

A tried-and-true approach

“Giving up cigarettes is far from easy, but with all the help available these days, there’s never been a better time to quit!” explains Dr. Roxane Néron, medical spokesperson for the Quit to Win! Challenge. “Not only does the Challenge take a tried-and-true approach recommended by health professionals, it also offers a wide range of resources. This winning program can really be a valuable ally for any Quebecer who wants to quit smoking!” After all, an average of two out of three participants succeed in the challenge of not smoking for six weeks—a success rate that speaks volumes!

A flexible program with free support

The Challenge encourages you to quit on your own terms so you have a better chance of success for the six weeks of the Challenge (March 1 to April 11). You can sign up on your own, with a non-smoking sponsor, or with a fellow smoker who also wants to quit. Free support is available in a variety of forms before, during, and even after the Challenge.

As a participant, you have exclusive access to an online personal file, a series of motivational emails (“I’m Butting Out!”), and the new and improved Jean Coutu to the Rescue Kit, available while quantities last at your local PJC Jean Coutu drugstore. Other resources include the website (QuitChallenge.ca); the dynamic Facebook page ([Facebook.com/defitabac](https://www.facebook.com/defitabac)); the Help Me Quit TELUS mobile app that allows you to lean on your friends for support; the iQuitnow helpline (1 866 527-7383); and countless Quit Smoking Centers.

This year’s support system is even better with Web 2.0! Interaction will be a key component of the 2012 Challenge with new tools that are better suited to participant’s lifestyles and individual needs.

If they can do it, so can you!

Once again, this year's Quit to Win! Challenge will feature former participants who successfully quit smoking during past campaigns. Johanne, Louis-Alain, Martin and Anie all agree that the Challenge played a huge part in their success, and they hope that their inspiring stories will encourage you to get on board!

Before quitting in 2008, Johanne had been a smoker for 37 years. She says: "The Challenge helped me get healthy again and boosted my self-confidence. It really changed my life! Quitting smoking made me feel like I could move mountains! I'm so proud of myself!"

The spokespeople agree that if they can quit with the Challenge, so can you! Just think, they've been smoke-free for four, six, and even nine years. They hope you'll follow their lead and **register at QuitChallenge.ca by March 1!**

About the Quit to Win! Challenge

The Quit to Win! Challenge is an ACTI-MENU initiative produced in partnership with several public and private organizations, notably Quebec's Ministère de la Santé et des Services sociaux and Quebec's Directions de santé publique des Agences de la santé et des services sociaux, the Canadian Cancer Society, Health Canada, Jean Coutu, Novartis, and TELUS Health Solutions.

- 30 -

SOURCE:

Karine Ladouceur
Public Relations Advisor
ACTI-MENU
514. 985.2466, ext. 265
kladouceur@actimenu.ca

INFORMATION/INTERVIEWS:

Marie Huot
Media Relations Advisor and Community Manager
ACTI-MENU
514. 985.2466, ext. 255
mhuot@actimenu.ca