



Press Release
For immediate release

Take up the challenge of your lifetime!

Register at quitchallenge.ca

Montréal, December 29, 2014 – The *Quit to Win! Challenge* is back for a sixteenth year, inviting Quebec smokers to take up the challenge of their lifetime: to quit smoking for at least 6 weeks, from March 1 to April 11, 2015. Registrations will take place at quitchallenge.ca up to March 1st.

Dr. Rafik Ghali, a new spokesperson

Knowing that tobacco use is a major risk factor for cardiovascular disease, but that this factor can be eliminated completely by quitting smoking, it is entirely appropriate that Dr. Rafik Ghali, vascular surgeon at the Maisonneuve-Rosemont Hospital, has agreed to act as the medical spokesperson for the 2015 edition of the *Quit to Win! Challenge*. Prevention is a subject that is near and dear to his heart, especially tobacco cessation, which is without a doubt one of the most important actions that can be taken to contribute to preventing health problems.

5 good reasons to quit smoking with the *Challenge*

1. Because it works!

Two out of three participants succeed in not smoking for the 6 weeks of the *Challenge*... An excellent success rate! It is estimated that nearly 70,000 Quebecers are non-smokers today thanks to the *Challenge*. With its proven method, the *Quit to Win! Challenge* is one of the tobacco cessation interventions that reaches the greatest number of adult smokers in Quebec. In a province where tobacco use is higher than 20%¹ and where more than 60%² of smokers want to take action, the campaign is more relevant than ever.

2. For the range of free support tools

Quitting smoking is far from easy, but with a range of free support tools to get information and motivation during and after the *Challenge*, it can be done! The *Challenge* offers the following, and more:

- The Jean Coutu to the Rescue Support Kit
- The online participant's file
- The series of encouraging emails
- The SOS *Challenge* mobile app

Participants can also call on the services of the iQuitnow helpline (1 866-527-7383) and the Quit Smoking Centres.

1. Statistics Canada (2014). CANSIM Table 105-0502. *Health indicator profile, two-year period estimates by age group and sex, Canada, provinces, territories, health regions (2012 boundaries) and peer groups*

2. Léger Marketing (2011). *Étude sur les fumeurs au Québec : portrait et stratégies*.

3. To get connected to the wider online community

With nearly 15,000 fans who provide mutual help and support daily, the *Challenge* Facebook page is without a doubt a precious ally for all participants. It makes up the largest online community in Quebec for tobacco cessation.

4. For its flexible and customizable formula

Participants can decide on their quit date, their registration formula (alone, with a partner or with a sponsor) as well as the type of support they wish to obtain. With the possibility of customizing their *Challenge*, they increase their chances of success.

5. To win prizes

Participants stand a chance of winning one of the numerous prizes, including one of the 2 trips to the sunshine destinations of Riviera Maya and Punta Cana, courtesy of Transat Holidays and Grand Palladium Hotels and Resorts!

The *Quit to Win! Challenge* will take place from March 1st to April 11, 2015. Registration at quitchallenge.ca.

About the Quit to Win! Challenge

The *Quit to Win! Challenge*, a campaign that provides free support to smokers who want to quit smoking, is an initiative by Capsana, produced in partnership with several public and private organizations, including the *ministère de la Santé et des Services sociaux du Québec*, the *directions de santé publique* of the *Agences de la santé et des services sociaux du Québec*, the Canadian Cancer Society, Jean Coutu and Novartis. Since its creation, nearly 380,000 people of all ages have taken part in it.

To learn more, visit quitchallenge.ca.

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SOURCE: Capsana

To obtain information or an interview with our spokesperson, Dr. Rafik Ghali, vascular surgeon at the Maisonneuve-Rosemont Hospital

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