



Press Release
For immediate release

Final sprint to register for the challenge of your lifetime!

Register now at quitchallenge.ca

Montreal, February 17, 2015 – Registrations for the *Quit to Win! Challenge* are in full swing. Quebec smokers are invited to take up the challenge of their life: to quit smoking for at least 6 weeks, from March 1 to April 11. Registrations are underway at quitchallenge.ca until March 1. Don't delay, there are only two weeks left to register!

Support and prizes!

On top of increasing their likelihood of success by registering for the *Challenge*, participants stand a chance of winning one of the numerous prizes, including one of 2 trips to the sunshine destinations of Riviera Maya and Punta Cana, courtesy of Transat Holidays and Grand Palladium Hotels & Resorts!

The *Challenge* also offers participants access to various free tools, including the SOS *Challenge* mobile app, which invites participants to create their network of supporters and to call on them at difficult moments. The application, which also includes a savings calculator, is available on the Apple [App Store](#) and the Google [Play Store](#). For even more motivation, participants can also join the 15,000 fans who offer each other help and support on the *Challenge* [Facebook](#) page.

The Challenge, because it works!

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. On average, 2 out of 3 participants succeed in not smoking during the 6 weeks of the *Challenge*... An excellent rate of success! It is estimated that since its creation, nearly 70,000 Quebecers have become non-smokers thanks to the *Challenge*.

The *Quit to Win! Challenge* will take place from March 1st to April 11, 2015. Registrations 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, please contact:

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