



Press Release  
For immediate release

## Nearly 19,500 Quebecers on their way to becoming ex-smokers!

They are currently participating in the *Quit to Win! Challenge*

**Montreal, March 19, 2015** – Since March 1, nearly 19,500 Quebec smokers are taking up the challenge of their lifetime by participating in the *Quit to Win! Challenge*. They have committed to not smoking for at least 6 weeks, from March 1 until April 11. Year after year, for the past 16 years now, thousands of Quebecers choose the *Challenge* as their ally in their attempt to quit smoking, which shows the relevance and importance of such a campaign for the population. Furthermore, several studies have proven the effectiveness of the *Challenge*: the rate of success achieved by participants is excellent!

### Support and motivation beyond the *Challenge*

Dr. Christiane Laberge is delighted to see that the *Challenge* remains as popular as ever. “Tobacco usage is a dependence that is very hard to break. We can only congratulate all these people for their efforts, whether or not they succeed in their *Challenge*.” It is well known that support is an essential part of any cessation approach. “I encourage all participants to make use of the range of free support tools offered by the *Challenge*. They are available during and **after** the 6 weeks of the campaign, so participants increase their chances of freeing themselves from tobacco, especially by replenishing their supply of motivation,” says Dr. Laberge.

Among other things, the *Challenge* offers the Jean Coutu to the Rescue Support Kit, the online participant’s file, the series of encouraging emails and the SOS *Challenge* mobile app.

With over 16,000 fans who help and support each other on a daily basis, the *Challenge* Facebook page ([www.facebook.com/defitabac](http://www.facebook.com/defitabac)) is without a doubt the ideal tool for those who want to connect and share their experience with others. Information and tips are also available year-round on the [defitabac.ca](http://defitabac.ca) website.

In order to give participants even more motivation, 2 trips to sunshine destinations of Riviera Maya and Punta Cana, courtesy of Transat Holidays and Grand Palladium Hotels & Resorts, will be drawn from among those who succeed in their *Challenge*.

### The 2015 *Challenge* by the numbers

- 19,440 participants registered this year
- 66% of the participants are women
- The average age of participants is 43 years old
- 84% of the participants registered alone

### 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 400,000 people of all ages have taken part in it.

To learn more, visit [quitchallenge.ca](http://quitchallenge.ca).

-30-

SOURCE: Capsana

To obtain information or an interview with our spokespersons, Dr. Christiane Laberge or Véronique Porlier, ex-smoker since 2012, please contact:

Cindy Blanchette

Annexe Communications

Cell. 514 601-6296

[CBlanchette@annexecomunications.com](mailto:CBlanchette@annexecomunications.com)