



THE QUIT TO WIN! CHALLENGE: THE ANNUAL EVENT TO BREAK THE ADDICTION

REGISTRATION AT QUITCHALLENGE.CA UNTIL FEBRUARY 5, 2024

The *Quit to Win! Challenge* is back for its **25th** year with its winning and motivating formula. Nearly 517,000 registrations have been recorded since its inception.

New this year, **vapers** are invited to join in this **collective challenge that relies on a proven approach**.

Signing up for the *Challenge* means **committing to not smoking or vaping for 6 weeks**, from February 5 to March 17, 2024. It's a realistic first step to becoming nicotine-free.

QUITTING IS WORTH CELEBRATING!

Smoking or vaping is more than just a habit; it's a nicotine addiction. That's why **quitting can be hard** and often takes several attempts. But success comes with pride and is a good reason to celebrate!

The *Challenge* concept inspires smokers and vapers to quit by reminding them that **quitting is cause for celebration**. Newfound freedom, better health, more savings...

There are lots of reasons to celebrate! Your perseverance and all the small victories throughout the *Challenge* are also worth celebrating and don't forget to celebrate YOURSELF by focusing on self-care.

QUITTING IS POSSIBLE

There are a number of things that can help make this process a success:

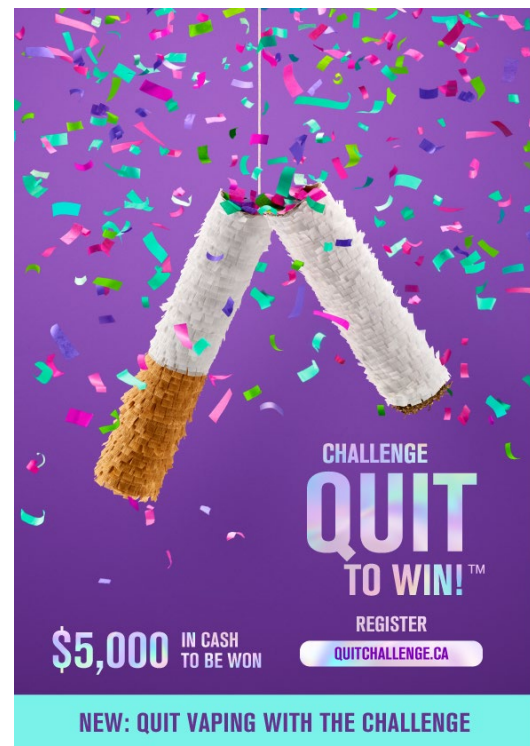
- Various support measures (including medications that increase the chances of success)
- A good dose of motivation and preparation
- The strength in numbers the *Challenge* offers

6 WEEKS WITHOUT SMOKING = 6 X THE CHANCES OF QUITTING!

SUPPORT FOR BETTER CHANCES OF SUCCESS

Participants benefit from **free resources and tools** before, during and after the *Challenge*:

- The quitchallenge.ca website
- Encouragement emails or texts from the *Challenge*
- The *Challenge* [Facebook](#) and [Instagram](#) communities
- The I QUIT NOW helpline at 1-866-527-7383, the iquitnow.qc.ca website, and the Quit Smoking Centres
- The SMAT (Short Messages Against Tobacco) text messages
- Health professionals, including pharmacists



PRIZES*

- **\$5,000 CASH**
- **A \$250 Jean Coutu gift card**

PROMOTE THE CHALLENGE

To download promotional material:
defitabac.ca/outils



In partnership with:

