

Quit to Win! Challenge

Promotional copy 2024



TEXT FOR YOUR COMMUNICATIONS:

QUITTING IS WORTH CELEBRATING!

The **Quit to Win! Challenge** is back for a 25th year. Its aim remains unchanged, specifically to inspire smokers to try to quit by highlighting the many things to look forward to – big and small – during the process: newfound freedom, better health, more energy and savings... There are lots of reasons to celebrate throughout the *Challenge*, and don't forget to celebrate your perseverance and YOURSELF by focusing on self-care.

This year, the *Challenge* is opening up registration to vapers, so that they too can benefit from this winning and motivating formula that relies on a proven approach.

By participating in the *Challenge*, you increase your chances of quitting for good, while benefiting from free support, tools to prepare and useful tips. And with prizes to win, including \$5000 cash, motivation is a given!

The *Challenge* invites everyone who wants to quit to **commit to not smoking and/or vaping for 6 weeks, from February 5 to March 17, 2024. Registration at quitchallenge.ca**

PRIZES AND FREE SUPPORT: EXTRA MOTIVATION!

With the **Quit to Win! Challenge**, increase your chances of quitting smoking for good by 6. Registered participants can consult the **free resources and tools** at any time, including the quitchallenge.ca website, encouragement emails, the Facebook and Instagram communities, the I QUIT NOW helpline (1-866-527-7383), the Quit Smoking Centres, the [iquitnow.qc.ca](https://quitnow.qc.ca) website, and the **SMAT (Short Messages Against Tobacco) text messages**. Participants registered in the vaping component will also receive support text messages throughout the *Challenge*. And don't forget the **\$5000 cash prize!** Registration at quitchallenge.ca

TEXT FOR YOUR SOCIAL MEDIA:

FACEBOOK:

1. Want to quit smoking or vaping? The **Quit to Win! Challenge** provides powerful motivation and free support with a proven approach. Plus, you get the chance to win prizes, including \$5000 cash. **Sign up until February 5:** <https://quitchallenge.ca/registration>
2. From February 5 to March 17, participate in the **Quit to Win! Challenge** and increase your chances of quitting smoking for good by 6. Get your freedom back, improve your health, increase your energy, and save money... by quitting smoking or vaping. Plus, there's a \$5000 cash prize – something to celebrate! **Sign up until February 5:** <https://quitchallenge.ca/registration>

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