**TEXT FOR YOUR COMMUNICATIONS:**

**QUITTING IS WORTH CELEBRATING!**

The ***Quit to Win! Challenge***is back this year with a new concept to inspire smokers to butt out 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. Moreover, participating in the *Challenge* means increasing your chances of quitting for good with access to free support, tools to prepare, and useful tips. And with prizes to win, including $5000 cash, motivation awaits!

The *Challenge* invites all smokers who want to kick the habit to **commit to not smoking for 6 weeks, from February 6 to March 19, 2023. Registration at** [**quitchallenge.ca**](https://quitchallenge.ca/?language=switch)

**PRIZES AND FREE SUPPORT: EXTRA MOTIVATION!**

With the ***Quit to Win! Challenge***,increase your chances of quitting for good by 6. Participants can consult the **resources and free tools** at any time. These include a **personal online profile and a customizable plan** available at [quitchallenge.ca](https://quitchallenge.ca/?language=switch), **encouragement emails, a Facebook community**,as well as the **I QUIT NOW helpline (1-866-527-7383), the Quit Smoking Centres, the IQUITNOW.QC.CA** website, and support with the **SMAT text messages**. And don’t forget the **$5000 cash prize**! Registration at[quitchallenge.ca](https://quitchallenge.ca/?language=switch)

**TEXT FOR YOUR SOCIAL MEDIA:**

**FACEBOOK:**

1. Want to quit smoking? The ***Quit to Win! Challenge*** provides powerful motivation and free supportwith a proven approach. Plus, you get the chance win prizes, including $5000 cash. **Sign up until February 6:** <https://quitchallenge.ca/registration>
2. From February 6 to March 19, participate in the ***Quit to Win! Challenge***and increase your chances of quitting for good by 6.Get your freedom back, improve your health, increase your energy, and save money... Plus, there’s a $5000 cash prize – something to celebrate! **Sign up until February 6:** <https://quitchallenge.ca/registration>

**TWITTER:**

1. The ***Quit to Win! Challenge*** is back to motivate smokers to butt out by highlighting the many reasons to celebrate – big and small – waiting for them during the process. In collaboration with the @GouvQc and the @JeanCoutu Group. 👉 [https://quitchallenge.ca](https://quitchallenge.ca/registration)
2. The ***Quit to Win! Challenge*** invites smokers to commit to quitting for 6 weeks. Developed with the @GouvQc and the @JeanCoutu Group, it provides motivation and free support. Win the grand prize of $5000 cash. 👉<https://quitchallenge.ca/registration>