**COMMUNICATIONS COPY:**

**QUITTING IS WINNING!**

In addition to the prevention of many health problems such as certain cancers and heart and lung diseases, **quitting smoking is also associated with a host of other benefits**: no more seeing your money go up in smoke, running out of breath going up the stairs, or freezing outside. Things ex- smokers won’t miss, no matter their age!

The ***Challenge* is here to remind smokers that quitting is winning** and that it’s important to keep trying to quit and to seek help to increase the chances of success. **Participants commit to not smoking for 6 weeks, from February 7 to March 20, 2021. Sign up at** [**quitchallenge.ca**](https://quitchallenge.ca/?language=switch)**.**

**QUITTING IS POSSIBLE WITH THE *CHALLENGE*!**

Smoking is more than just a habit; it’s also a nicotine addiction. Consequently, quitting smoking means overcoming both a physical and a psychological dependence. **Quitting is hard** and often requires several attempts, which is why it’s important to never stop trying. But with a healthy dose of motivation, support, and the strength in numbers that the *Challenge* offers, **it can be done**!

**6 WEEKS, 6 TIMES THE CHANCES OF QUITTING**

The *Challenge* is an unmissable annual event for Quebecers who want to be free of tobacco. Through a motivating collective challenge, participants commit to **not smoking for 6 weeks**,from February 7 to March 20, 2021, a realistic first goal that comes with many benefits... in addition to **increasing the chances of quitting for good by 6**! Sign up at [quitchallenge.ca](https://quitchallenge.ca/?language=switch).

**PRIZES AND SUPPORT FOR BETTER CHANCES OF SUCCESS!**

The *Challenge* relies on a proven approach for quitting: on average, 75 % of participants successfully complete it! To increase their chances of success, they have access to **free resources and tools** before, during and after the *Challenge.* These include an **online personal profile** and a **customizable preparation plan** at [quitchallenge.ca](https://quitchallenge.ca/), **encouragement emails**, a **Facebook community** as well as **the I QUIT NOW helpline (1-866-527-7383), quit smoking centres, the IQUITNOW.QC.CA website, and text message support offered by SMAT**. And as a bonus, participants can win prizes, including **$5,000 in cash**. Sign up at [quitchallenge.ca](https://quitchallenge.ca/?language=switch)!

**SOCIAL MEDIA COPY (FACEBOOK AND TWITTER):**

**FACEBOOK:**

Quitting smoking is a winning decision! Sign up at ***@Défi J’arrête, j’y gagne!*** before February 7 to take advantage of completely free support, an engaged community, and motivation on tap. <https://bit.ly/2JGXI9n>

This year, quit smoking while taking part in the “No more being out of breath by the 3rd step” challenge! You have nothing to lose and everything to win by butting out with the ***@Défi J’arrête, j’y gagne!*** Registration is open until February 7: <https://bit.ly/2JGXI9n>

Take part in the “Stop seeing my money go up in smoke” challenge by quitting with the help of the ***@Défi J’arrête, j’y gagne!*** You can do it! On average, 75 % of participants successfully complete the challenge of quitting for 6 weeks. And now it’s your turn! Sign up by February 7: <https://bit.ly/2JGXI9n>.

Quit smoking by signing up at ***@Défi J’arrête, j’y gagne!*** and take part in the “Quit lighting up at **-**20°” challenge! It’s free and, bonus, $5,000 in cash will be drawn! Quitting smoking… is really winning! Sign up by February 7: <https://bit.ly/2JGXI9n>