



Press release  
For immediate release

## Quitting smoking or vaping is a lifetime achievement!

The 26th edition of the *Quit to Win! Challenge* is here!

**Montreal, December 17, 2024** – The annual unmissable event that helps Quebecers break free from their smoking addiction is back. From February 3 to March 16, the *Quit to Win! Challenge* invites all smokers to give up tobacco for 6 weeks. Since last year, vapers can also benefit from this motivating initiative! On average, 75% of participants successfully complete the challenge. To encourage participants, those who succeed will have a chance to win a grand prize of \$5,000. Registration is now open at [quitchallenge.ca](https://quitchallenge.ca).

### An ever-relevant campaign

In Quebec, 12.5% of the population still smokes—that’s nearly 900,000 individuals<sup>1</sup>. Additionally, the use of vaping products is on the rise, especially among young adults<sup>2</sup>. Given that nearly 2 in 3 smokers<sup>3</sup> and 1 in 2 vapers<sup>4</sup> would like to quit, population-based initiatives like the *Challenge* remain essential.

“The Ministry of Health and Social Services recently committed to developing a strategy that further emphasizes prevention and the promotion of healthy lifestyles. Tackling smoking and vaping is now more critical than ever to improve the health and quality of life of current and future generations. Once again this year, the *Quit to Win! Challenge* is among the initiatives contributing to this priority,” says Christian Dubé, Minister of Health.

### Quitting with the *Challenge* is cause for celebration!

In life, we celebrate all kinds of milestones, such as birthdays, graduations, sports victories, or new jobs. While enjoyable, these occasions are often short-lived. However, quitting smoking or vaping is a life-long accomplishment worth celebrating, as highlighted in this year’s *Challenge* campaign. “Smoking or vaping isn’t just a habit—it’s an addiction. And this nicotine addiction is so powerful it’s often compared to cocaine addiction. Quitting smoking or vaping involves both physical and psychological withdrawal. It often takes several attempts to succeed. So, when someone finally breaks free, it’s an achievement that deserves to be celebrated!” explains the *Challenge* spokesperson, pharmacist Alexandre Chagnon, an expert in digital health and founder of Vitr.ai.

### Free support for greater success

Since it’s a known fact that using support resources can significantly increase chances of success, the *Challenge* offers a variety of free, motivating tools:

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<sup>1</sup> Statistics Canada (2023). Table 13-10-0905-01. *Health indicator statistics, annual estimates*.

<sup>2</sup> *Ibid.*

<sup>3</sup> Institut de la statistique du Québec, Québec Survey on Tobacco and Vaping Products, 2023, <https://statistique.quebec.ca/en/document/tabac-vapotage-quebec>.

<sup>4</sup> *Ibid.*

- Encouraging emails or texts during the 6 weeks.
- The *I'm Butting Out!* email series, personalized based on the chosen quit date and providing support over 6 months.
- The [quitchallenge.ca](http://quitchallenge.ca) website.
- Facebook and Instagram communities (mainly in French).
- Free and confidential I QUIT NOW services: in person at a Quit Smoking center, by phone at 1-866-527-7383, or online on the I QUIT NOW website ([iquitnow.qc.ca](http://iquitnow.qc.ca)).
- Referrals to additional resources to quit smoking or vaping.

Participants are also encouraged to consult healthcare professionals at any time, including the pharmacist-owner affiliated with their local Jean Coutu, a proud partner of the *Challenge*, to help them in their journey.

**Register at [quitchallenge.ca](http://quitchallenge.ca) by February 3, 2025**

### **About the *Quit to Win! Challenge***

The *Quit to Win! Challenge* is a large-scale Quebec-wide campaign that provides free support to individuals who want to quit smoking or vaping through a collective challenge. Launched in 2000 by Capsana, the *Challenge* is carried out in partnership with several public and private organizations, namely the Quebec Ministry of Health and Social Services, all Quebec regional public health departments, the Canadian Cancer Society, and the Jean Coutu Group. Learn more at [quitchallenge.ca](http://quitchallenge.ca).

### **About Capsana**

Capsana is a social enterprise owned by the ÉPIC Foundation and PSI Foundation, which are associated with the Montreal Heart Institute. Its mission is to help individuals take an active role in their health. To find out more, visit [capsana.ca](http://capsana.ca).

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### **Source:**

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