

Quit to Win! Challenge

Promotional copy 2025



TEXTS FOR YOUR COMMUNICATIONS:

THE CHALLENGE: AN UNMISSABLE ANNUAL EVENT

The **Quit to Win! Challenge** is back for its **26th edition**, with the same goal of helping Quebecers who smoke free themselves from their dependency. Since last year, vapers can also take advantage of this motivational initiative!

Did you know that quitting smoking for six weeks increases your chances of quitting for good sixfold? The *Challenge* consists in **committing to not smoke or vape for six weeks, from February 3 to March 16, 2025**. On average, **75% of surveyed participants successfully complete the Challenge**, thanks to free support, tools, and tips available to them. It works! Plus, they could win a grand cash prize of \$5,000.

To sign up, visit quitchallenge.ca.

QUITTING IS WORTH CELEBRATING!

In life, we celebrate all kinds of events, like birthdays, graduations, sports victories, or new jobs. While these moments are joyous, they don't last. On the other hand, quitting smoking or vaping is something you can celebrate for the rest of your life!

Since nicotine addiction is a dependency not just a habit, it often takes several attempts to quit successfully. **When you finally break free, it's an achievement worth celebrating in a big way!** There are countless reasons to celebrate when you give up cigarettes or vapes. You can track your perseverance and all your small victories throughout the *Challenge*. You can also continue celebrating afterwards by enjoying the lasting benefits of quitting—feeling freer, being healthier, and saving money.

Quitting smoking or vaping is no small feat, so when you achieve it, **it's cause for celebration!**

SUPPORT AND A PRIZE TO KEEP YOU MOTIVATED

Quitting smoking or vaping is challenging but doable, especially with the right help. Those participating in the *Challenge* will benefit from **free resources and tools, including the quitchallenge.ca website, support emails and text messages, Facebook and Instagram communities, as well as I QUIT NOW services** like the I QUIT NOW helpline (1-866-527-7383) and the iquitnow.qc.ca website. To further motivate participants, a grand **cash prize of \$5,000** is up for grabs!

Register at quitchallenge.ca by February 3, 2025.

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TEXTS FOR YOUR SOCIAL MEDIA:

FACEBOOK:

1. If there's one thing worth celebrating for a lifetime, it's quitting smoking or vaping. By signing up for the ***Quit to Win! Challenge***, you'll get the motivation and support you need to break free and celebrate. Plus, you'll have the chance to win a \$5,000 cash prize! **Sign up by February 3 at quitchallenge.ca/registration.**
2. Want to quit smoking or vaping? Regain your freedom, improve your health, boost your energy, and save money! Take on the ***Quit to Win! Challenge*** from February 3 to March 16 and celebrate every small victory. You could even win a \$5,000 cash prize! **Register by February 3: quitchallenge.ca/registration.**