



Press release

## **The *Quit to Win! Challenge*: The annual quit smoking event** **Together, we can take up the *Challenge*!**

**Montreal, January 2, 2020** – As we start this new year, quitting is without a doubt one of the most popular resolutions for many Quebec smokers. Good news: the *Quit to Win! Challenge* is back for another edition to help them give up smoking once and for all. By registering, participants commit to not smoking for 6 weeks, from February 10 to March 22, 2020, a realistic first goal. Registration is open at [quitchallenge.ca](http://quitchallenge.ca).

### **The *Challenge*: A proven winning formula**

For over 20 years, the *Challenge* has been a loyal supporter of future EX-smokers. Its proven approach, notably based on the support it provides and strength in numbers, makes it an excellent ally to quit smoking. “In Quebec, the number of smokers is still very high, which is why we set the goal of reducing this proportion by 10% by 2025. Nicotine creates an addiction, which explains why several attempts are often necessary to quit. Hence the importance for smokers to not hesitate to use pharmacological aids and free national services to quit smoking to increase their chances of success. In this way, the *Challenge* plays a key role in supporting Quebec smokers during the cessation process,” shares Danielle McCann, Minister of Health and Social Services.

And the added boost to meet the challenge? **Over \$10,000 in prizes to win**, including 2 trips to Mexico, courtesy of Transat and the Grand Palladium Costa Mujeres Resort & Spa, and a set of a gift card and beauty kit of a \$700 value, courtesy of Jean Coutu.

### **It’s never too early to quit**

Since we know that a significant proportion of young adults start smoking later, in their twenties, a specific promotion, *Quit to Win This!*, caters to this demographic. “Young people are less likely to begin the cessation process because they have not yet experienced the negative effects of smoking. Yet, 71% of smokers aged 18 to 24 years would like to butt out. This is why the *Challenge* aims to motivate them to take action by highlighting the concrete, short-term advantages associated with quitting, for example, saving money or improving physical appearance,” adds Dr. Christiane Laberge, the campaign’s spokesperson. Moreover, this year the *Challenge* is teaming up with the Association Restauration Québec (ARQ). Seeing as the restaurant industry has a high proportion of smokers, it is important to encourage them to quit.

Young adults will have the chance to win **\$1,000 in cash** by registering at [quittowinthis.ca](http://quittowinthis.ca).

### **Guaranteed motivation and support with the *Challenge***

By registering for the *Quit to Win! Challenge*, participants will have access to a range of tools, ideas and free resources to increase their chances of reaching their goal. These include a personal online profile at [quitchallenge.ca](http://quitchallenge.ca), the SOS Challenge app, encouragement emails, the Facebook community as well as the I Quit Now services, including their helpline: 1-866-527-7383.

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

The *Quit to Win! Challenge* is a province-wide campaign that provides free support to smokers who want to quit through a collective challenge. Created in 2000 by Capsana, the *Challenge* is carried out in partnership with several public and private organizations, including the *Ministère de la Santé et des Services sociaux*, Quebec's *Directions régionales de santé publique*, the Canadian Cancer Society and the Jean Coutu Group. To find out more, visit [quitchallenge.ca](http://quitchallenge.ca).

**About Capsana**

Capsana is a social enterprise owned by the ÉPIC Foundation, which is associated with the Montreal Heart Institute, and the Fondation PSI. 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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**Information and interview requests:**

Fanny Laurin

Advisor

514 809-5103

[fanny.laurin@citoyen.com](mailto:fanny.laurin@citoyen.com)

[www.citoyen.com](http://www.citoyen.com)