

Health Unit Media Release

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Let's kick butt together!

The Canadian Cancer Society's Driven to Quit Challenge, supported by your local public health units, encourages Ontario smokers to join together and butt out.

As part of National Non-Smoking Week, the Canadian Cancer Society wants smokers to butt out – and wants to reward them for it.

The Canadian Cancer Society's *Driven to Quit Challenge* is designed to encourage Ontario adults who are daily smokers to quit smoking. Those who remain smoke-free for the month of March will be entered into a draw on March 30, 2007 for the chance to win a number of prizes, including a grand prize of a 2007 Acura CSX provided by corporate sponsor Johnson & Johnson Inc. Register now at our website <http://www.healthunit.org/> The registration period runs until February 28, 2007. In order to enter the *Challenge*, a smoker must enlist a non-smoking buddy to support them.

“Smoking is the leading cause of death and disease in Ontario. Everyone has a story of a relative or a friend affected by the deadly tobacco industry product.” Says Yves Decoste, Tobacco Coordinator with the Leeds, Grenville and Lanark District Health Unit. “It's in everyone's interest to help a smoker quit.” Tobacco products are the only product on the market today that if used as directed, will kill half of its users.

You can also use the site to challenge a friend and access cessation information and resources.

The Driven to Quit Challenge is a smoking-cessation promotional initiative managed by the Canadian Cancer Society, with funding from the Ontario Ministry of Health Promotion and prize support from Johnson & Johnson Inc.

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Contact: Yves Decoste, RN, BScN, Tobacco Co-ordinator, 613-345-5685