

Health Unit Media Release

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Trade in your Cigarettes for a New Car!

The Canadian Cancer Society, supported by the Leeds, Grenville and Lanark District Health Unit, would like to encourage and motivate you to quit smoking with the *2008 Driven to Quit Challenge*.

Adults (19-years or older) who have been daily tobacco users for at least one year (cigarettes, cigars, pipes, chewing tobacco) must quit smoking by March 1st, 2008 and remain smoke-free until March 31st, 2008 for a chance to win a 2008 Toyota Prius or one of seven \$3,000 gift cards for Future Shop. If you have quit since January 1st as part of a new year's resolution, "congratulations!" - this contest is also for you. You are encouraged to stay on your smoke-free journey and the prizes are an added incentive to be smoke-free. Individuals interested in entering the contest must register before February 29th, 2008. Find a buddy (smoker or non-smoker) to support you in your quit attempt. Buddies also have a chance to win a \$250 gift card from Future Shop.

"The best thing a smoker can do to improve his or her health is to quit smoking. The benefits can be felt immediately," says Dr. Anne Carter, Medical Officer of Health for the Leeds, Grenville and Lanark District Health Unit. **"Your risk of a heart attack is already decreasing as little as two days after quitting smoking.** That's just the beginning. You feel better and better as your body gets rid of harmful tobacco toxins and repairs their effects. Tobacco products are the only product on the market today that if used as directed, can kill half of its users. "

You have it in you to quit!

To register and for full *Challenge* details visit your health unit's website at www.healthunit.org. For additional support, call the *Smokers' Helpline* at 1-877-513-5333.

The *Driven to Quit Challenge* is a smoking-cessation promotional initiative by the Canadian Cancer Society, with funding from the Ontario Ministry of Health Promotion's Smoke-Free Ontario Program and prize support from McNeil Consumer Healthcare.

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Contact:

Yves Décoste, RN, BScN, Tobacco Coordinator, 613-345-5685