

Health Unit Media Release

Date: January 26, 2009



The Leeds, Grenville and Lanark District Health Unit is helping tobacco users turn their willpower into horsepower!

Tobacco users in the Leeds, Grenville and Lanark region can join thousands across Ontario in entering The Driven to Quit Challenge today. Entrants who quit smoking for the month of March will not only gain a healthier lifestyle, but will be entered to win a 2009 Chevrolet Malibu hybrid, one of two \$5000 vacation getaways and one of seven \$2000 gift cards to Canadian Tire.

There are 3 ways to register or get more information:

- Log on to www.driventoquit.ca
- Call the Canadian Cancer Society Smokers' Helpline at 1-877-513-5333
- Call the Leeds, Grenville and Lanark District Health Unit 1-800-660-5853 or 613-345-5685 or visit www.healthunit.org

Contest entrants must be age 19 or older. They are required to sign up with a support buddy, who may or may not be a tobacco user. Buddies of winners will each receive a \$250 gift card to Canadian Tire. Eligible entrants will be entered into a random draw to take place March 31, 2009. Winners will be urine tested, and their buddies will be consulted to verify their tobacco-free status.

The Driven to Quit Challenge is hosted by the Canadian Cancer Society and funded by the Ontario Ministry of Health Promotion. All prizes are generously sponsored by McNeil Consumer Healthcare. The Leeds, Grenville and Lanark District Health Unit is a proud partner in promoting the Driven to Quit Challenge. Last year, over 26,500 Ontarians were motivated to make a quit attempt through The Driven to Quit Challenge.

Challenge entrants and their support buddies are encouraged to obtain additional support while attempting to quit. Participants can contact the Leeds, Grenville and Lanark District Health Unit at 1-800-660-5853 or 613-345-5685. Additional cessation support is provided by the Canadian Cancer Society Smokers' Helpline at 1-877-513-5333 or www.smokershelpline.ca.

The Driven to Quit Challenge is a health promotion campaign hosted by the Canadian Cancer Society (Ontario Division), with funding from the Ontario Ministry of Health Promotion and generous prize support from McNeil Consumer Healthcare, a wholly owned subsidiary of Johnson & Johnson Inc.

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