

**Leeds, Grenville and Lanark
District Health Unit
MEDIA RELEASE**

December 20, 2016



Quit and Win!

Would you rather quit, reduce or stay smoke-free for a chance to win cash? The Leeds, Grenville & Lanark District Health Unit, in partnership with the provincial organization Leave the Pack Behind, is hosting the annual **wouldurather....** Contest. Aimed at motivating young adults to quit smoking, reduce their smoking, or just stay-smoke-free for a chance to win up to \$5000 cash, the 6-week contest is an important strategy to help tackle the high rates of smoking among young adults 18-29 years old.

With the New Year beginning, it's a great time to consider giving up tobacco products. "Over two thirds of all smokers are seriously considering quitting, and young adults have the highest rates of quit attempts. This contest is a fun way to motivate them to take action now!" says Rebecca Shams, Health Promoter with the Leeds, Grenville & Lanark District Health Unit.

Because not everyone is ready to quit right now, **wouldurather...** offers contestants the opportunity to choose from one of four categories. Contestants can **Quit for Good, Keep the Count** (reduce the number of cigarettes they smoke by half), **Party Without the Smoke** (pledge to not smoke and drink alcohol at the same time) or **Stay Smoke-Free**. When registering online, contestants will receive regular support emails tailored to their contest goal, and may be eligible to receive 8 weeks of free nicotine replacement (gum or patch) to help with success.

To participate in the 6-week contest beginning January 23rd, 2017, Ontario young adults between the ages of 18-29 (or anyone enrolled at a publically-funded post-secondary institution) can sign up at www.wouldurather.ca. Registration closes at midnight on January 22nd, but register before December 31st, 2016 for an additional chance to win \$500.

Leave The Pack Behind is an age-tailored tobacco control initiative offered year-round in Ontario. Funded by the Government of Ontario with generous prize support provided by the makers of Thrive and Habitrol, the **wouldurather...** contest aims to motivate and encourage young adult Ontarians to live tobacco-free lives.

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