

WHAT?

The Driven to Quit Challenge is a health promotion campaign designed to encourage Ontario adults who are daily smokers or tobacco users to make a quit attempt, use available resources and supports, and embrace a healthier lifestyle with all of the personal health and related gains that come from being smoke-free.

Registrants who remained smoke-free for the month of March, 2009 were entered into the grand prize draw on March 31, 2009.

Entrants could have quit smoking any time after they registered as long as they quit by March 1, 2009. People were eligible to enter if they quit smoking on or after January 1, 2009.

PRIZES?

- Grand prize: **2009 Chevrolet Malibu hybrid (1)**
- Secondary prizes: **\$5,000 vacation getaway (2)**
- Regional prizes: **\$2,000 in gift cards to Canadian Tire (7)**
- Buddy prizes: **\$250 in gift cards to Canadian Tire (10)**

WHO?

Residents of Ontario aged 19 and older who are daily smokers or tobacco users for at least one year could enter (cigarettes, cigars, pipes, chewing tobacco, snus).

22,365 Ontarians participated in the 2009 *Driven to Quit Challenge*

The *Driven to Quit Challenge* is not open to staff of the Canadian Cancer Society, Ontario Division, Ministry of Health Promotion, Ontario Public Health or McNeil Consumer Healthcare. They are eligible to be buddies but cannot receive the buddy prize.

2009 WINNERS

GRAND PRIZE WINNER	Rylee Richards, Thunder Bay
SECONDARY PRIZE WINNER	Terry Bailey, Kanata
SECONDARY PRIZE WINNER	Gail Piece, Hamilton
CENTRAL EAST WINNER	Elizabeth Easby, Hillsdale
CENTRAL WEST WINNER	Carole Kuchar-Farkas, Delhi
EASTERN WINNER	Lorraine Barnes, Pembroke
NORTH EAST WINNER	Peter Smith, North Bay
NORTH WEST WINNER	Dale Molly, Thunder Bay
SOUTH WEST WINNER	Judy Martin, Flesherton
TORONTO WINNER	Salman Paracha, Scarborough

Since 2006, *The Driven to Quit Challenge* has inspired more than 101,000 Ontarians to make a quit attempt