

Show us your Drive! Driven to Quit Challenge Launched

FOR IMMEDIATE RELEASE

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Perth County — Tobacco users in Perth County can join thousands across Ontario in entering the 2010 *Driven to Quit Challenge*. Entrants who quit smoking for the month of March will gain more than a healthier lifestyle – they will have the chance to win a number of prizes. The grand prize is a 2010 Ford Escape hybrid car. Other prizes include one of two \$5,000 vacation getaways and one of seven \$2,000 MasterCard gift cards. The *Driven to Quit Challenge* is open to all Ontario residents who are daily or casual smokers and are 19 years of age or older.

Last year, over 22,000 Ontarians signed up for *The Driven to Quit Challenge*. In Perth County, 195 residents entered the challenge to be smoke-free for one month. “We hope that the challenge motivates even more people this year to quit smoking and enjoy better health,” said Adrienne Adas, Public Health Promoter.

Participants must find a support buddy who will help them stay smoke-free for the month of March. Buddies must be Ontario residents and 19 years of age or older.

“We recognize that quitting smoking is a very difficult thing to do,” said Adas. “We want people to know that they are not alone. There is support for them on their journey to becoming smoke-free.”

To help smokers quit, the Perth District Health Unit offers resources and free one-on-one counselling at its Stop Smoking Clinic. Call 519-271-7600 ext 704 to make an appointment. Listowel area residents call 1-877-271-7348 ext 704. Smokers’ Helpline also provides support at 1-877-513-5333.

To participate in the *Driven to Quit Challenge*, register online at www.driventoquit.ca, or by mail. Registration forms are available at the Perth District Health Unit and the Canadian Cancer Society. Individuals may also register by calling Smoker’s Helpline at 1-877-513-5333.

The deadline for registration is Sunday, February 28, 2010.

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.

For more information, call Health Line at 519-271-7600 ext 267. Listowel area residents call 1-877-271-7348 ext 267. Or visit www.pdhu.on.ca.

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