

Communications Office

Peterborough County-City Health Unit
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**FOR IMMEDIATE RELEASE****Want to Quit Smoking?*****Smokers Encouraged to Bring a Buddy to Health Unit “Quit Night” on January 28*****Monday, January 25, 2010, Peterborough**

On Thursday, January 28, smokers who want to kick the habit are invited to attend the Peterborough County-City Health Unit’s “Quit Night” at the Peterborough Public Library from 6:30 p.m. to 8:00 p.m.

“According to the Health Unit’s 2009 Tobacco Use Report, more than half of local residents who smoke intend to quit in the next six months,” said Kara Koteles, Public Health Nurse who leads the Health Unit’s “Choose To Be Smoke Free” program. “We’re holding this event so those who are ready to quit will discover that they’re not alone, and that in fact, there are many positive and proven methods to keep them motivated.”

During this interactive evening, participants will learn about the range of local resources and services available to support them in their quitting journey. The event will also feature a series of motivational videos, and introduce them to the Health Unit staff who can provide one-on-one private counselling. This event is free and participants are encouraged to bring a friend who also smokes as a “quit buddy” to this event.

It has been estimated that 22% of all deaths each year in Canada can be attributed to smoking. This means that, in Peterborough, about 286 deaths every year are caused by tobacco use.

-30-

For further information, please contact:

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