

Communications Office

Peterborough County-City Health Unit
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FOR IMMEDIATE RELEASE

Monday, January 16, 2012, Peterborough

National Non-Smoking Week Acknowledges Breaking Up is Hard To Do

Provincial Initiative Sweetens the Deal for Local Quitters

January 15 marked the start of National Non-Smoking Week in Canada and the 2012 theme is "Breaking up is hard to do." While kicking a tobacco addiction is not easy, Peterborough City and County residents can gain some extra motivation with the seventh annual *Driven to Quit Challenge*, which is open until February 29.

Tobacco addiction resembles a dependent relationship according to the Canadian Council for Tobacco Control, which has been hosting National Non-Smoking Week for more than three decades. They are encouraging Canadians to kiss tobacco goodbye this week.

As a reward for breaking free from tobacco, the Peterborough County-City Health Unit is reminding those who quit that they can win their choice of a 2012 Ford Fusion or Ford Edge in the Canadian Cancer Society *Driven to Quit Challenge*. There are also two \$5,000 CAA travel vouchers and seven \$2,000 cash prizes to be won. One cash prize is reserved for a resident in the Peterborough region.

Ontarians aged 19 and older, who had smoked for at least 10 months in the year 2011, can enter. Each entrant must sign up with a support buddy, who stands to win \$200 cash. To be eligible for the prize draw, participants must stay smoke-free for all of March 2012.

2011 *Driven to Quit Challenge* grand prize winner, Brian Perkins, traded his thirty year relationship with cigarettes for some new connections. "The biggest help was being online on Facebook, reading comments, getting feedback from other people quitting," said Perkins, who is still smoke-free. "Being able to form relationships with other people who understand what you are going through is a big help." *The Driven to Quit Challenge* community can be found online at facebook.com/smokershelpline and twitter.com/smokershelpline.

NEWS RELEASE

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To register and for details about *The Driven to Quit Challenge*, Ontarians can go to www.DrivenToQuit.ca or call the Canadian Cancer Society *Smokers' Helpline* at 1 877 513-5333.

About *The Driven to Quit Challenge*

The Driven to Quit Challenge is hosted by the Canadian Cancer Society, Ontario Division, with funding from the Government of Ontario and generous prize support from McNeil Consumer Healthcare, a wholly owned subsidiary of Johnson & Johnson Inc. *The Driven to Quit Challenge* is presented in collaboration with local public health departments across the province.

About Canadian Cancer Society *Smokers' Helpline*

Smokers' Helpline is a free, confidential service that provides personalized support, advice and information about quitting smoking and tobacco use. Operated by the Canadian Cancer Society and funded by Government of Ontario, *Smokers' Helpline* has three ways to help Ontarians quit: phone support, online program and text messaging at 1 877 513-5333 and SmokersHelpline.ca.

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For further information, please contact:

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