



## **Driven to Quit Challenge Grand Prize Winner Announced**

For immediate release  
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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.

The grand prize winner has been announced and Rylee Richards from Thunder Bay, Ontario is the winner of a new 2009 Chevy Malibu Hybrid. Congratulations Rylee!

In 2009, 22,365 Ontarians participated in the Driven to Quit Challenge. Since 2006, The Driven to Quit Challenge has inspired more than 101,000 Ontarians to make a quit attempt. In Peterborough County and City a total of 419 tobacco users registered in the Challenge.

In a recent survey conducted by Statistics Canada on behalf of the Peterborough County-City Health Unit, **54% of Peterborough smokers reported that they plan on quitting in the next 6 months.** The Peterborough County-City Health Unit provides free smoking cessation supports. This includes one-on-one counseling with a public health nurse as well as other resources designed to assist people wanting to develop a quit plan.

Those who would like more information and support on quitting are encouraged to call the Peterborough County-City Health Unit at 743-1000.

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