

FACT SHEET

WHAT?

The Driven to Quit Challenge is a health promotion campaign that encourages Ontario adult smokers and tobacco users to make a quit attempt for the month of March 2012. The Canadian Cancer Society *Smokers' Helpline* is available as a free support for participants.

Entrants must sign up with a support buddy and will be entered into the prize draw to take place on April 1, 2012. Potential winners must prove that they have remained tobacco-free for the month of March.

Participants may quit smoking or tobacco use any time after they register as long as they quit by March 1, 2012. Those who have recently quit may also be eligible to enter.

Winners will be announced publicly and listed on DrivenToQuit.ca in April 2012.

More than 36,000 Ontarians participated in the 2011 *Challenge*. Since 2006, *The Driven to Quit Challenge* has inspired more than 165,000 quit attempts.

The Challenge is hosted by the Canadian Cancer Society in support of a Smoke-Free Ontario. Presented in collaboration with your local public health department. Prizes made possible through the generous support of McNeil Consumer Healthcare.

PRIZES?

- Grand prize: **Your Choice! Ford Fusion hybrid OR Ford Edge (1)**
- Secondary prizes: **Two \$5,000 CAA dream vacation getaways**
- Regional prizes: **Seven \$2,000 cash prizes**
- Buddy prizes: **Ten \$200 cash prizes**

WHO?

Residents of Ontario aged 19 and older who have used tobacco at least once weekly for at least 10 months in 2011, and who have used tobacco at least 100 times in their life can enter (cigarettes, cigars, cigarillos, pipes, snus, snuff and/or chewing tobacco).

The Driven to Quit Challenge is not open to staff of the Canadian Cancer Society Ontario Division, Ministry of Health Promotion and Sport, Ministry of Health and Long-Term Care, Ontario Public Health or McNeil Consumer Healthcare. They are eligible to be buddies but cannot receive buddy prizes.

WHEN?

The registration deadline is 11:59 p.m. February 29, 2012 (online, fax and mail); telephone registration must be completed by 9:00 p.m. on February 29, 2012.

WHERE?

There are three ways to enter:

- online at www.DrivenToQuit.ca
- by faxing/mailing a registration form (available from *Smokers' Helpline*, Canadian Cancer Society unit offices and local public health units)
- by calling *Smokers' Helpline* at 1 877 513-5333

Find us on Facebook at www.facebook.com/smokershelpline and on Twitter at www.twitter.com/smokershelpline.