



Canadian Cancer Society
Société canadienne du cancer



Media Advisory

Attention: News/Assignment/Lifestyle/Health and Photo editors

Torontonians asked to make a commitment to quit

Toronto, Ontario, January 2, 2012 – A giant 12-foot cigarette butt and a chance to win will draw attention to David Pecaut Square on Tuesday morning. A team of energetic people are asking for 1,000 commitments to quit smoking and letting the public know how they can qualify to win big prizes. The Canadian Cancer Society, along with the Government of Ontario, launches the seventh annual *Driven to Quit Challenge*. Prizes will be revealed at the event.

WHAT? 2012 *Driven to Quit Challenge* official launch and photo opportunity

WHO? Canadian Cancer Society, Ontario Division

**WHERE? David Pecaut Square
King Street between Simcoe and John
Toronto, Ontario
(alternative due to inclement weather: Metro Hall rotunda at David Pecaut Square)**

**WHEN? Tuesday, January 3, 2012
11:00 a.m. – 1:00 p.m.**

Photo Opportunity:

The event will feature a giant acrylic cigarette butt standing 12-foot tall alongside the *Challenge* grand prize vehicle. The hollow prop will collect the public's cigarette butts and cigarette packages, as they make commitments to quit tobacco use. The public will also write their pledges to quit on the prop exterior.

About the Canadian Cancer Society, Ontario Division

The Canadian Cancer Society is a national community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. When you want to know more about cancer, visit our website www.cancer.ca or call our toll-free, bilingual *Cancer Information Service* at 1 888 939-3333.

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For further information and to book an interview opportunity, please contact:

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