

QUIT SMOKING AND YOU COULD WIN*

**THE
DRIVEN TO QUIT
CHALLENGE**



2012 Registration Form

Use this form to register by February 29, 2012, or go online to **DrivenToQuit.ca**

Go tobacco-free for March 2012 and you could win* your choice of a 2012 Ford Fusion hybrid or 2012 Ford Edge, one of two \$5,000 vacation getaways or one of seven \$2,000 cash prizes! If you have quit recently, you may be eligible to enter too.

To be eligible, you must be an Ontario resident who:

- is 19 years of age or older as of March 1, 2012
- has used tobacco at least:
 - once a week for a minimum of 10 months in 2011
 - **and** 100 times in your life

Step 1: Find a support buddy

Buddies of winners will win* a \$200 cash prize! Must be an Ontario resident 19 years of age or older as of March 1, 2012.

Step 2: Register for *The Challenge* by:

- 1) Going online at DrivenToQuit.ca by midnight on February 29, 2012, EST.
- 2) Calling *Smokers' Helpline* at 1 877 513-5333 by 9:00 p.m. EST on February 29, 2012.
- 3) Faxing your entry form by midnight on February 29, 2012, EST to: 1 800 706-0112 (toll-free).
- 4) Or mailing your entry form postmarked no later than February 29, 2012, to: Canadian Cancer Society
328 Mountain Park Ave. 3rd Floor
Hamilton, ON L8V 4X2

Step 3: Quit smoking or tobacco use

Quit by March 1, 2012, and remain tobacco-free for the month of March 2012. To remain eligible, potential winners must remain tobacco-free until after testing. Winner contact can take several weeks. To increase your chance of quitting, contact *Smokers' Helpline* at **1 877 513-5333** and **SmokersHelpline.ca**.

The Driven to Quit Challenge is presented in collaboration with your local public health department. All prizes made possible through the generous support of McNeil Consumer Healthcare. *No purchase necessary. Registration deadline: Feb 29/12. Open to residents of Ontario (19+ as of Mar 1/12) who meet certain tobacco use restrictions. Registration, full rules, complete eligibility requirements and prize descriptions at: www.driventoquit.ca. One grand prize (ARV: \$32,000; Odds: depend on number of eligible entries); two secondary prizes (ARV: \$5,000 each payable in the form of travel vouchers; Odds: depend on number of eligible entries); seven regional prizes (ARV: \$2,000 each; Odds: depend on number of eligible entries per region); ten buddy prizes (ARV: \$200 each); and one survey prize (ARV: \$250; Odds: depend on number of eligible entries). Skill-testing question required. Regions are determined by the seven Ontario provincial tobacco control area network regions, as defined by the Government of Ontario. The buddy associated with each eligible prize winner will be eligible to win a buddy prize. All cash awards are payable by cheque. Prizes may not be exactly as shown.

PRESENTED BY:



Canadian Cancer Society
Société canadienne du cancer



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Please print. All fields required. Illegible or incomplete entries will be deemed void.

Registrant Information

First Name: _____ Last Name: _____
 Address: _____
 City/Town: _____ Postal Code: _____ Date of Birth (mm/dd/yyyy): _____
 Telephone: (____) _____ - _____ Alternate Telephone: (____) _____ - _____ E-mail: _____

Support Buddy Information

First Name: _____ Last Name: _____
 Address: _____
 City/Town: _____ Postal Code: _____ Date of Birth (mm/dd/yyyy): _____
 Telephone: (____) _____ - _____ Alternate Telephone: (____) _____ - _____

1. What gender are you?

Male Female Other: _____

2. How did you learn about *The Driven to Quit Challenge*? Check all that apply

Television Radio Newspaper Brochure Poster Website
 Facebook Twitter Workplace Transit Shopping Centre Public Health Department
 Canadian Cancer Society Unit Office Relative/Friend Other (specify): _____

3. Would you like to receive e-mail messages about *The Driven to Quit Challenge* (including tips for quitting smoking and winner announcements)?

Yes No

4. Would you like to be contacted by *Smokers' Helpline* after *The Challenge* for support with quitting and staying tobacco-free?

Yes No

5. After submitting your registration, we invite you to answer a few more questions by mail for an extra chance to win* a \$250 cash prize. Would you like to participate?

Yes No

If you select "yes" you will receive a questionnaire by mail. To be eligible for the additional \$250 cash prize draw, returned questionnaires must be fully completed and mailed back using the addressed and postage paid envelope provided and must be postmarked by March 17, 2012.

Winners and their buddies will have their full name and location publicized in the media. All participants and buddies may be contacted in the future for evaluation purposes.

I understand and agree to *The Driven to Quit Challenge* 2012 official rules. Information may be shared with *The Driven to Quit Challenge* affiliates for the purpose of issuing additional local prizes.

Signature: _____ Date: _____