

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 2010. 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 grand prize draw to take place on March 31, 2010. 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, 2010. Those who quit on or after January 1, 2010 are eligible to enter.

Winners will be announced publicly and listed on DrivenToQuit.ca on April 19, 2010.

Approximately 22,300 Ontarians participated in the 2009 *Challenge*. Since 2006, *The Driven to Quit Challenge* has inspired more than 101,000 entrants to make a quit attempt.

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: **2010 Ford Escape hybrid** (1)
- Secondary prizes: **\$5,000 vacation getaway** (2)
- **New!** Early bird prize: **\$1,000 MasterCard gift card** (1)
- Regional prizes: **\$2,000 MasterCard gift cards** (7)
- Buddy prizes: **\$200 MasterCard gift cards** (11)

WHO?

Residents of Ontario aged 19 and older who have used tobacco at least once weekly for at least one year, and who have used tobacco at least 100 times in their life can enter (cigarettes, cigars, pipes, Snus 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, 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 28, 2010 (online, fax and mail); telephone registration must be completed by 9:00 p.m. on February 28, 2010. Deadline for registrations entered into the early bird prize draw is 11:59 p.m. on January 31, 2010.

WHERE?

There are three ways to enter:

- online at www.DrivenToQuit.ca
- by faxing/mailling 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/driven2quit.