



Canadian Cancer Society
Société canadienne du cancer



Media release

Attention: News, Assignment and Health editors

Canadian Cancer Society challenges tobacco users to show their drive this New Year

Fifth annual *Driven to Quit Challenge* launches today

Toronto, Ontario, January 4, 2010 – The Ministry of Health Promotion joins the Canadian Cancer Society in the fight against cancer today to launch the fifth *Driven to Quit Challenge*. Since 2006, *The Challenge* has been successful in motivating more than 101,000 entrants to get on the road to better health with the support of a “buddy” and motivating prizes.

This year, a 2010 Ford Escape hybrid, two \$5,000 vacation getaways and seven regional prizes are up for grabs to Ontario smokers and tobacco users who pledge to quit this March.

“I challenge all adult smokers and tobacco users in the province to gear up to quit,” says Rick Perciante, Acting Chief Executive Officer Canadian Cancer Society, Ontario Division. “The Canadian Cancer Society is committed to helping Ontario smokers and tobacco users who want to quit, do just that. It is our hope that *The Driven to Quit Challenge* offers Ontarians the extra incentive and support that they need to be successful. Visit DrivenToQuit.ca to register today.”

“The *Driven to Quit Challenge* is an important part of our government’s Smoke-Free Ontario Strategy. The McGuinty government has done more than any previous Ontario government to help smokers quit. I know that you have it in you to quit. Take up *The Challenge* to quit and win,” says Ontario’s Health Promotion Minister Margaret Best.

Friends and family members of smokers are encouraged to become a support buddy in *The Challenge* for their chance to win a buddy prize. *The Challenge* will have regular updates and quit tips available on Facebook[®] and Twitter[™]. Visit DrivenToQuit.ca for more details.

To register and for details about *The Driven to Quit Challenge*, visit www.DrivenToQuit.ca or call the Canadian Cancer Society *Smokers’ Helpline* at 1 877 513-5333. Registration is open from January 4 to February 28, 2010. Those who register by January 31, 2010, will qualify for the early bird prize of a \$1,000 MasterCard gift card.

The Canadian Cancer Society *Smokers’ Helpline* is a free, confidential service that provides personalized support, advice and information about quitting smoking and tobacco use. The service is available in English and French at 1 877 513-5333 and online at www.SmokersHelpline.ca.

more...

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The Driven to Quit Challenge is hosted by the Canadian Cancer Society, Ontario Division, with funding from the Ontario Ministry of Health Promotion and generous prize support from McNeil Consumer Healthcare, a wholly owned subsidiary of Johnson & Johnson Inc. *The Driven to Quit Challenge* is presented in collaboration with local public health departments across the province.

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 www.cancer.ca or call the bilingual *Cancer Information Service*, toll-free, at 1 888 939-3333.

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Photo available upon request.

For more information about *The Driven to Quit Challenge* and to speak with a Canadian Cancer Society spokesperson, please contact:

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