



Canadian Cancer Society
Société canadienne du cancer



Media release

Attention: News, Assignment, Lifestyle and Health editors

20,000+ Ontarians geared up to quit on March 1

Registration for *The Driven to Quit Challenge* closes February 28

Toronto, Ontario, February 24, 2010 – More than 20,000 Ontarians will be showing their drive when they quit using tobacco for the month of March in the Canadian Cancer Society *Driven to Quit Challenge*. Tobacco users who plan to join them, or who have already quit in 2010, still have until Sunday to enter for their chance to win.

One participant will end up behind the wheel of a 2010 Ford Escape hybrid and two others will be packing their bags and heading out on \$5,000 CAA vacations. There are also seven \$2,000 MasterCard gift cards up for grabs. Each participant must register with a support buddy who has the chance to win a \$200 MasterCard gift card.

Support buddies play a prominent role when helping a friend or family member quit smoking. A regional winner in the 2009 *Driven to Quit Challenge*, Lorraine Barnes of Pembroke, claims her support buddy, her husband, helped her to realize the true reward of *The Challenge*.

"It was hard at first, but with the support from my family... I'm doing it," said Barnes as she claimed her prize last year. "Boy I'm so happy. Food tastes better. My house and car smell cleaner and my breathing is better."

Those who would like to encourage someone to quit for March can issue an e-mail challenge to a friend at www.DrivenToQuit.ca. Additional support for participants is available for free from the Canadian Cancer Society *Smokers' Helpline* by phone at 1 877 513-5333 and online or by text at www.SmokersHelpline.ca.

Registration for *The Driven to Quit Challenge* is open until February 28 at www.DrivenToQuit.ca until midnight or by calling *Smokers' Helpline* at 1 877 513-5333 by 9 p.m.

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.

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

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