

HEALTH CARE

Eat your way to a beautiful you

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Be driven to quit smoking this year

To kick off National Non-Smoking Week (January 20-26), the Canadian Cancer Society, the Ontario Ministry of Health Promotion, and Canadian environmentalist David Suzuki are supporting the launch of The Driven to Quit Challenge 2008, a province-wide challenge to the more than 1.6 million Ontario smokers to quit smoking.

One successful quitter will drive away with a 2008 Toyota Prius Hybrid, while seven other regional prize winners will walk away with \$3,000 Future Shop gift cards.

The Challenge is designed to motivate Ontario adults who are daily smokers to make an attempt to quit, use available resources and supports, and embrace a healthier lifestyle with all of the personal health and related gains that come from being smoke-free.

"Smoking is an addiction, and we realize how difficult it can be to stop. The Driven to Quit Challenge is an incentive for Ontario smokers to make a quit attempt," says Peter Goodhand, CEO, Canadian Cancer Society, Ontario Division. "The Challenge also lets Ontario smokers know that there are many resources and support systems in place to help them quit."

Funding for The Driven to Quit Challenge is provided by the Ontario Ministry of Health Promotion.

"Ontario's smoking rate has declined significantly under the McGuinty government," says Health Promotion Minister Margaret Best. "However, smoking continues to kill 13,000 Ontarians every year. Saving and improving lives is our priority. Take the Challenge. Quit and win!"

In support of The Driven to Quit Challenge, David Suzuki encourages Ontario smokers to take the challenge and become smoke-free.

"The science is in. It is indisputable that smoking causes cancer," says Suzuki. "Just as protection of the environment is a matter of personal responsibility, so is protecting our own health. Giving up smoking is one of the most effective ways of improving our health."

Participants can register for The Driven to Quit Challenge online at www.driventoquit.ca, by faxing/ mailing a registration form (available from Smokers' Helpline, Canadian Cancer Society local offices and local public health units, including Halton Region's) or by calling Smokers' Helpline at 1-877-513-5333 by February 29, 2008. Registrants who remain smoke-free for the month of March 2008 will be entered into the grand prize draw on March 31, 2008.

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.



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