

Four Champion staffers vow to kick the habit

You see them outside nearly every workplace — those cold, rigid figures huddling together for warmth, cigarettes hanging from their lips.

The minus 10 degree C weather doesn't seem to stop them, which tells you one thing — cigarette addiction runs deep.

With the wide readership of The Champion's Weight Loss Challenge last year, it was decided it's time to give readers another series of articles that's both entertaining and helpful. This year, it's the Champion Smokeout Challenge.

All four participants are employees of The Champion. Due to a desire for healthier lifestyles and — in some cases — sheer desperation, the four participants will each try one method of smoking cessation with the goal of being completely smoke free.

Colleen Gorman, a sales representative, will attempt to quit cold turkey; sales rep Sean Miller will take the prescription Zyban; Diane Wolstenholme, real estate sales rep, will use a nicotine patch; and junior production co-ordinator Elizabeth Williams will try hypnosis.

The Champion will offer you, the readers, monthly updates on how the participants are doing. Ultimately, readers will be able to see real-life examples of the products and methods they may have seen only in commercials or magazines.

Each participant has a 'buddy' — also a Champion employee — to encourage them and help them back up should they fall off the bandwagon.

By the end of the series, you might try one of the methods for yourself. Or, decide it's not for you. Whatever you decide, our goal will have been accomplished.

Colleen Gorman

Ms Gorman's motivation to quit smoking stems from a promise she made to her sister before she passed away. She promised her she'd quit smoking.

Now, six years later, Ms Gorman has decided she's ready. It's time. Since she's not a heavy smoker, Ms Gorman said, simply, "It's just not something I need."

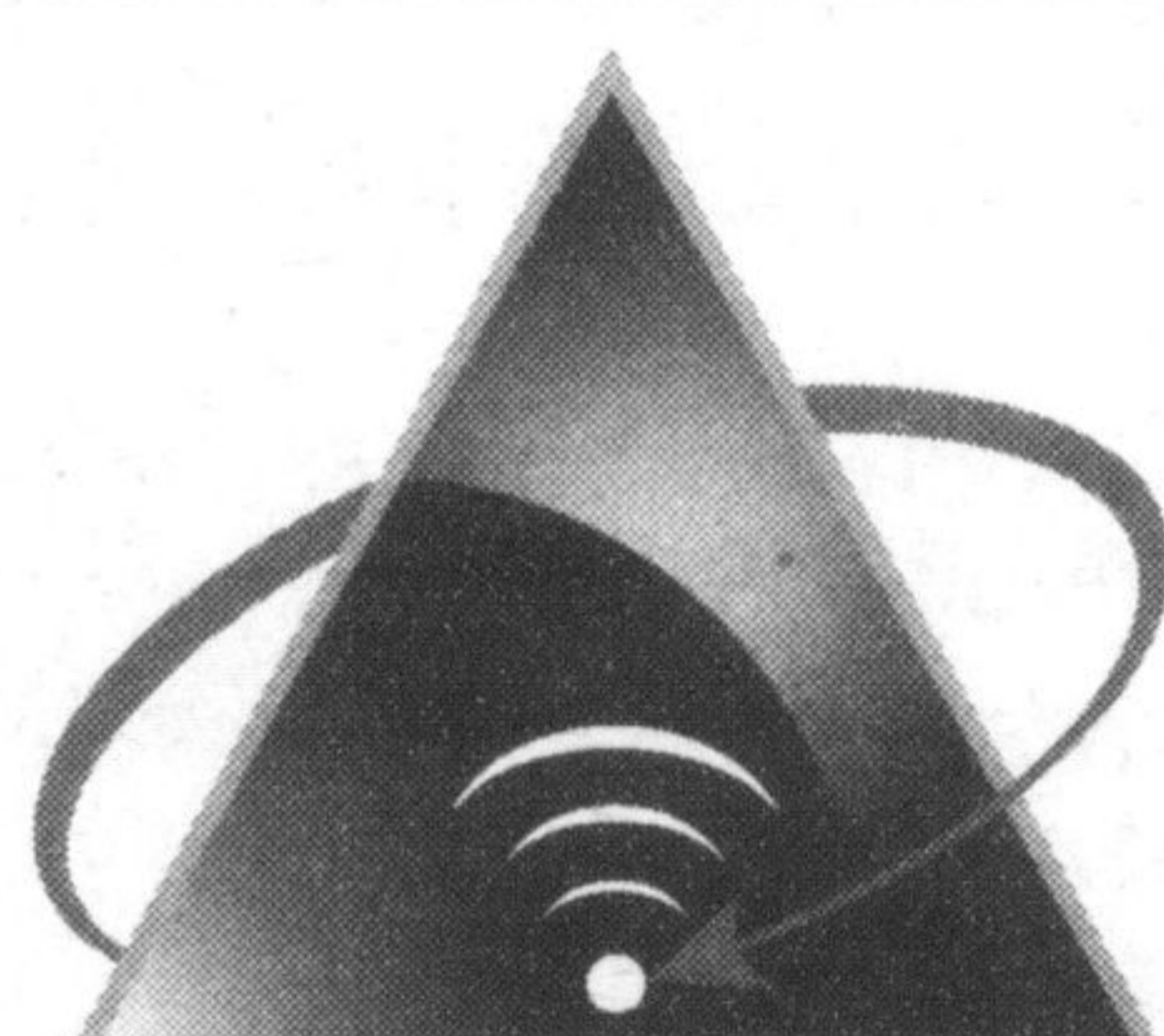
It'll still be a challenge, though, she said, adding that since she's never before attempted to quit, she doesn't know what to expect or how difficult it will be.

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Photo by GRAHAM PAINE

From left, The Champion's Colleen Gorman, Sean Miller, Elizabeth Williams and Diane Wolstenholme will try to quit smoking using different methods.



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