



Media Release

Attention: News/Assignment/Health Editors

North Bay Parry Sound Residents Committing to Quit

The Driven to Quit Challenge is well under way

North Bay, ON – January 15, 2010 – More than 60 people in the North Bay Parry Sound District have already committed to quit smoking this March by registering for the fifth annual *Driven to Quit Challenge*. There is ample time for others to join them as registration is open until February 28, 2010; however, those who register before January 31, 2010, will be eligible for the early bird prize, a \$1,000 MasterCard gift card.

The Driven to Quit Challenge is a health promotion campaign hosted by the Canadian Cancer Society in support of a Smoke-Free Ontario. The North Bay Parry Sound District Health Unit is a proud partner in *The Challenge*.

Ontario adults can enter with a support buddy and pledge to quit smoking or tobacco use this March. Entrants who are successfully smoke-free for the month of March have the chance to win a 2010 Ford Escape hybrid and one of two \$5,000 vacation getaways. A \$2,000 MasterCard gift card is exclusively reserved for one person in the North East region. Prizes are generously sponsored by McNeil Consumer Healthcare.

Lydia Weiskopf-Tran, Community Health Promoter for the North Bay Parry Sound District Health Unit, says, "Smokers, or those who want to help a smoker quit, can stop by the Health Unit offices in North Bay or Parry Sound to pick up a Quit Kit, which contains resources to help smokers in their cessation efforts."

To register for *The Challenge*, Ontarians aged 19 and over can visit www.DrivenToQuit.ca, or visit the North Bay Parry Sound District Health Unit for a hard copy form.

The North Bay Parry Sound District Health Unit encourages all smokers and tobacco users in the region to show their drive to quit smoking this year. *Challenge* entrants and their support buddies are encouraged to obtain additional support while attempting to quit. Participants can contact the Health Unit at 474 1400 or 1 800 563 2808. Additional support is provided by the Canadian Cancer Society *Smokers' Helpline* at 1 877 513 5333 and www.SmokersHelpline.ca.

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