



Attention: Health, Assignment and Photo Editors

**Smokers in St. Catharines Encouraged to Quit and Win
with The Driven to Quit Challenge**

St. Catharines, Ontario, Thursday January 22, 2015 – Free smoking cessation resources and a chance to win will draw attention to the Niagara Health System St. Catharines site on Thursday, January 22. A supportive and energetic team will be there to inform and encourage the community on how they, or someone they know, can quit smoking and qualify to win big prizes.

The Canadian Cancer Society's *Smokers' Helpline* and Niagara Health System St. Catharines celebrates the launch of The Driven to Quit Challenge, a health promotion campaign intended to motivate Ontario smokers and tobacco users to make a quit attempt for the month of March 2015 with the support of a "buddy".

WHAT: Canadian Cancer Society and Niagara Health System to showcase The Driven to Quit Challenge and to provide tips on how to successfully quit smoking in 2015

WHEN: Thursday, January 22, 2015, 10:30 a.m. – 1:30 a.m.

WHO: Canadian Cancer Society Smokers' Helpline
Niagara Health System, St. Catharines site

WHERE: Niagara Health System, St. Catharines site
1200 Fourth Avenue
St. Catharines, ON
L2S 0A9

Photo-Op: Photo opportunity available with a Smokers' Helpline representative, staff from the Niagara Health System St. Catharines site, and free smoking cessation resources.

VISUALS: **B-roll:** <http://bit.ly/13EOQq6>; <http://bit.ly/1vCUPn5>; <http://bit.ly/1wwfpEN>; <http://bit.ly/1zMVmJg>

Social media: www.facebook.com/smokershelpline;
www.twitter.com/smokershelpline
www.driventoquit.ca ; www.smokershelpline.ca

About the Driven to Quit Challenge

The Canadian Cancer Society, Ontario Division's Driven to Quit Challenge is a health promotion campaign intended to motivate Ontario smokers and tobacco users to make a quit attempt with the support of a "buddy". Entrants who remain tobacco free for the month of March 2015 are eligible to win a car or cash prizes. Participants are encouraged to take advantage of the free support services of Smokers' Helpline and all entrants receive discount coupons for Nicorette or Nicoderm nicotine replacement therapy products. The Challenge is in association with McNeil Consumer Healthcare, a division of Johnson & Johnson Inc., makers of NICODERM® and NICORETTE®. The grand prize sponsor is Parkway Motors of Hamilton, Ontario.



About the Canadian Cancer Society Smokers' Helpline

Smokers' Helpline is a free service that provides personalized support, advice and information about quitting smoking and tobacco use. Operated by the Canadian Cancer Society and funded by the Government of Ontario, Smokers' Helpline offers support by telephone, online and text messaging. Smokers' Helpline's call centre is located in Hamilton, Ontario. To learn more, call 1 877-513-5333 or the number on cigarette packages or SmokersHelpline.ca.

About Parkway Motors Hamilton

Parkway Nissan, Red Hill Toyota Scion and Upper James Toyota are subsidiaries of Parkway Motors Hamilton; a family owned and operated company serving the communities of Greater Hamilton and Grimsby for over 30 years. Parkway Motors Hamilton and its subsidiaries are proud supporters of initiatives like Driven to Quit; they believe a healthy community is a strong community.

About the Canadian Cancer Society, Ontario Division

The Canadian Cancer Society is a national community-based organization dedicated to preventing cancer, saving lives and supporting people living with cancer through research funding, services and advocacy. We are Canada's largest charity fighting all types of cancer and leading authority on cancer statistics and information. To learn more, call 1 888-939-3333 or visit cancer.ca.

About McNeil Consumer Healthcare, division of Johnson & Johnson Inc.

McNeil Consumer Healthcare, division of Johnson & Johnson Inc. markets a broad range of well-known and trusted over-the-counter products. McNeil Consumer Healthcare is most widely recognized for the TYLENOL® brand. Other McNeil Consumer Healthcare brands include NICODERM® and NICORETTE® Nicotine Replacement Therapies, BENADRYL® and REACTINE® allergy medicines; IMODIUM® anti-diarrheal; PEPCID® and ZANTAC® for digestive health, and MOTRIN® Ibuprofen.

About the Niagara Health System

The Niagara Health System (NHS) is a multi-site hospital amalgamation comprised of [six sites](#) serving 434,000 residents across the 12 municipalities making up the Regional Municipality of Niagara. The NHS provides a wide range of inpatient and outpatient clinics/services at six sites, including Acute Care, Surgical Care, Emergency and Urgent Care, Kidney Care, Complex Care, Mental Health and Addiction, Long-Term Care and Cancer Care. The NHS has 4,256 employees, 650 physicians and 1,100 volunteers, with an annual operating budget of approximately \$468 million.

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For further information or to book an interview opportunity, please contact:

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