

FOR IMMEDIATE RELEASE

ADOPTING HEALTHY LIFESTYLES CAN MAKE YOU WIN PRIZES: RETURN OF THE STAY QUIT TO WIN CHALLENGE

Kuujuuaq, April 5, 2018 – Adopting a healthy lifestyle is not always easy and neither is quitting smoking. That is why each year, the Nunavik Regional Board of Health and Social Services encourages all Nunavimmiut to get healthy with the help of the Stay Quit to Win! challenge.

By taking on the challenge, participants commit to stop smoking for six weeks. Not smoking for six weeks increases your chances of quitting for good and encourages even the most reluctant among us. The first six weeks are crucial and to support Nunavimmiut in this challenge, a Facebook support and self-help group was created this year: www.facebook.com/groups/StayQuitToWinNunavik. All participants are invited to join the page. Advice, encouragement and questions on quitting smoking are all welcome during the six weeks of the challenge.

This year, the challenge will be held from May 1 to June 12, 2018. Register before April 30, 2018:

- Online at <http://nrhss.gouv.qc.ca/en>;
- or print [this form](#) and send it by fax or mail to the coordinates indicated on the form.

To encourage Nunavimmiut non-smokers to maintain their healthy habit of not smoking, the NRBHSS also invites them to join the challenge and get a chance to win a prize:

- **Prizes for Adult Smokers**
 - First prize - First Air ticket + fur
 - Second prize - iPad + fur
 - Third prize - Apple Watch
- **Prizes for Adult Non-Smokers:**
 - First prize: First Air ticket + fur
 - Second prize: iPad + fur
 - Third prize: Apple Watch
- **Prizes for Young Smokers:**
 - First prize: First Air ticket
 - Second prize: iPad
 - Third prize: iPod

- **Prizes for Young Non-Smokers:**

- First prize: Air Inuit ticket
- Second prize: iPad
- Third prize: iPod

The Stay Quit to Win! challenge has been around since 2003. It is addressed to Nunavimmiut, both smokers and non-smokers, from age eight years and up. Participating is an excellent way to exceed personal limits, but it is also a yearly opportunity to unite the communities toward a common goal in which self-help and perseverance are key. Good luck to all!

The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the James Bay and Northern Québec Agreement. It is responsible for nearly the entire Québec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.

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