



If you are a smoker, give yourself the gift of health

Here comes the "Quit to win" challenge

Dear nathalie,

I am forwarding you the information for the "Quit to win" challenge in order to help you free yourself once and for all of tobacco. Although the contest is only offered to people living in Quebec, the information and the support can be used by anybody.

What is the Challenge ? The Quit to Win! Challenge was created out of the desire to encourage the values of mutual support and respect between smokers and non-smokers by using the "buddy system". The Quit to Win! Challenge is an extraordinary opportunity for all smokers to free themselves of tobacco while getting a chance to win great prizes! The people who register pledge not to smoke between March 1 and April 11, 2006, inclusively, with the help of a partner of their choice. Prizes are awarded through a random draw from among the names of participants and their partners. The results of many surveys show that close to 70% of participants met the challenge not to smoke during the six-week period, and that 24% to 29% were still non-smokers after a year. This is one of the highest success rates among all such campaigns throughout the world! In 1999, the ACTI-MENU team - the initiators of the project - had the idea of helping the greatest number of people possible to free themselves of tobacco by encouraging smokers and non-smokers to participate in a huge, dynamic and positive campaign based on mutual support. They then set up the Quit to Win! Challenge, in co-operation with the ministère de la Santé et des Services sociaux du Québec (the provincial department of health and social services), all the directions de santé publique des agences de développement de réseaux locaux de services de santé et de services sociaux, the Conseil québécois sur le tabac et la santé, the Canadian Cancer Society, Health Canada and several corporations. This home-grown initiative was inspired by the World Health Organization's Quit & Win campaign, which originated in Finland and has been held since 1994 in numerous countries around the world. The WHO underscored the importance of ACTI-MENU's contribution when it awarded its top prize in the 2002 international campaign to the grand winner from Québec.





Transmit this message to your friends who are smokers!

To register During the Challenge, thousands of Quebecers will pledge not to smoke for at least six weeks, from March 1 to April 11, 2006, with the support of a partner of their choice. Why not you? By registering in the Challenge before March 1, 2006: You get a free smoking cessation support kit at Jean Coutu. To find a Jean-Coutu store near you, [click here](#). You could win one of numerous prizes; You have access to the J'ARRÊTE! hotline for smoking cessation information and support; You will be automatically subscribed to e-mail news and regular messages from the Challenge; You will find on the Web site the necessary support to help you gain your freedom (tips and advice, Forums, testimonials, etc.)! To win a prize: The Challenge winners will be contacted by telephone starting April 12, 2006. To be declared winners, they must sign a declaration under oath, and ACTI-MENU reserves the right to verify with their partners whether they have kept their pledge or have the winners tested. To be eligible for the Challenge, you must: Be a regular smoker as of December 31, 2005. You can quit smoking anytime between January 1, 2006, on the condition that you not smoke for at least the six weeks of the Challenge, from March 1 to April 11, 2006 Pledge to not smoke from March 1 to April 11, 2006. Description of prizes First Prize for Participants Aged 18 or Over A trip for two to the destination of the winner's choice, worth a total of \$5,000, plus \$500 in pocket money. The prize amount includes transportation and accommodations. Meals, travel insurance and all other expenses are not included in the prize. Winners can take their trip between April 22, 2006 and April 22, 2007. However, dates are subject to availability at the time of reservation. The prize is not transferable and has no cash value. Reservations must be made through the agency selected by Acti-Menu. Second Prize for Participants Aged 18 or Over A \$500 gift certificate for sports equipment Third Prize for Participants Aged 18-24 An Aventure Jeunesse trip for two to the destination of the winner's choice, worth a total of \$3,400. The prize amount includes transportation and accommodations. Meals, travel insurance and all other expenses are not included in the prize. Winners can take their trip between April 22, 2006 and April 22, 2007. However, dates are subject to availability at the time of reservation. The prize is not transferable and has no cash value. Reservations must be made through the agency selected by Acti-Menu. Fourth Prize for Participants Aged 18 or Less A digital camera worth \$500, taxes included. The camera is not transferable and has no cash value. It will be shipped by special courier to the winner's address. Fifth Prize for Participants Aged 18 or Less A CD/MP3 player worth \$200, taxes included. The player is not transferable and has no cash value. It will be shipped



by special courier to the winner's address. 6th to 21st Prizes (1 for each region) 16 digital camcorders worth \$1,000 each, taxes included. Camcorders are not transferable and have no cash value. They will be shipped by special courier to the winner's address. 22nd to 37th Prizes (1 for each region) 16 CD and book gift certificates worth \$300 each. Special Prize Hydro-Quebec offers two \$2,000 prizes to winners from Nunavik and the Cree lands. Special Prize Jean-Coutu offers five prizes worth \$200 each to participants in the Quit to Win! Challenge who have remained non-smokers for at least one year (one prize for each of the five last editions of the Challenge). Special Awards (regional DSP initiatives) Prizes are awarded by some Directions de santé publique (DSP) to participants residing within their territory.

AND THAT'S NOT ALL! In order to help you become a non-smoker, I am giving you for FREE the second self-hypnosis recording "stop smoking for life 2" when you get the first one on my web site at www.hypnoharmonie.com

USD

ID/SKU: 25.00 (includes shipping and handling)

IT'S SO SIMPLE! | www.hypnoharmonie.com
You will find valuable information on the official web site:<http://defitabac.qc.ca/defi/en/index>

Sincerely,

Dr Nathalie Fiset
A Perfect Harmony

email: info@aperfectharmony.com
www.aperfectharmony.com <http://www.hypnoharmonie.com>