News Release

For Immediate Release

Nunavummiut encouraged to join Time to Quit contest

Iqaluit, Nunavut (February 18, 2015) – Nunavummiut who quit tobacco for the month of March during the second annual *Time to Quit* contest could win up to $40,000 in prizes! This year the Department of Health is giving smokers an extra incentive to quit tobacco with a complimentary two-week supply of nicotine replacement therapy (NRT) to help people quit.

"The Tobacco Has No Place Here campaign was started to help Nunavummiut understand the negative health effects of tobacco on our communities, people and land," said Paul Okalik, Minister of Health. "In Nunavut we know all too well the devastating health effects of tobacco use. I support and encourage fellow Nunavummiut to come together and sign up to quit tobacco this March."

The contest is a two-person challenge, with a quit buddy supporting a tobacco user on the month-long journey to quit tobacco. Contestants can make an appointment at their community health centre or visit Public Health in Iqaluit to discuss their options, and receive a supply of NRT and their personal quit kit.

The contest is open to residents of Nunavut. The deadline to enter the contest is Saturday, February 28, 2015. People can sign up:

- On-line at www.nuquits.ca, or through the Tobacco Has No Place Here Facebook page;
- By mail at Time to Quit Contest, Department of Health, Government of Nunavut, Box 1000, Station 1000, Iqaluit, NU X0A 0H0, fax 867-979-8648; or
- In person at your local health centre.

For more information email: tobacco@gov.nu.ca.

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