



Leave the Pack Behind (Humber Lakeshore Chapter)
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NEWS RELEASE

Attention: Newsdesk, Assignment Editor

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HUMBER STUDENTS CAN CASH IN BY BUTTING OUT IN NEW LTPB CONTEST

TORONTO – A new Leave the Pack Behind contest is giving Humber students some extra money to burn if they can quit lighting up for six weeks.

The contest challenges participating Humber students who are regular smokers to butt out completely between Jan. 20 and March 3 for a chance to win a \$1,000 grand prize. LTPB chapters across Ontario are also currently running similar contests to encourage their students to kick the habit.

To keep them on the right track, participants are paired with a buddy for moral support, and also to monitor their progress throughout the six-week contest.

“Quitting smoking isn’t something a lot of people can do alone,” said Michelle Pineau, LTPB’s Lakeshore Campus coordinator. “We’ve often found that the kind words and support offered by friends, family and loved ones can greatly increase the odds of kicking the habit.”

Participants who wish to register must sign up for the contest online along with their buddies, and must abstain from using all tobacco products, with the exception of nicotine patches, medication and quitting aides.

Near the end of the contest, LTPB will follow up with four contestants chosen at random to check if they’ve stuck to their guns for the full six weeks. A final urine test at the campus health centre will check participants for cotinine – a nicotine derivative from smoke – in order to help determine the contest’s winners.

“While the cash is a great incentive, we hope this contest will show all students that they do have the willpower within them to kick the habit for good,” said Pineau.

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To register for the contest, or for more information, please visit: http://www.leavethepackbehind.org/contest_rules.php. The deadline for registration is Jan. 20, 2010.

Leave the Pack Behind is a publicly-funded campus program for young adults which raise awareness about the health risks associated with smoking. LTPB was founded in 2000 by the Ontario Ministry of Health as a stop-smoking program which brings students, researchers, health professionals and administrators together. LTPB currently has 47 chapters in college and university campuses across Ontario. Its newest chapter is at Humber College's Lakeshore Campus, which started in September 2009.