



FOR RELEASE  
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## **Yukon introduces Tobacco-Free Tuesdays**

WHITEHORSE—As part of National Non-Smoking Week, Health and Social Services Minister Doug Graham today announced a new initiative to help smokers get started on the road to a smoke-free life.

"Our hope is that this initiative will encourage and assist those who want to quit smoking or who want to help others do so," Graham said.

Tobacco Free Tuesdays will take place the first Tuesday of every month beginning February 5 and running through to April 2. Aspiring quitters from across Yukon will be challenged to quit smoking for 24 hours for their chance to win one of five prizes awarded monthly. Recent ex-smokers can also participate in the challenge to help them stay on track. Participants can visit <http://yk.tobaccofreetuesdays.com/> to register.

"Yukoners can take the Tobacco-Free Tuesday challenge every month for the next three months," Graham added. "Our goal is to motivate people to keep trying to quit smoking, gain the confidence they need and get on track to achieve a healthier, tobacco-free life."

Sandra Duncan works as a health promotion coordinator with the department's Health Promotion unit and coordinates tobacco cessation programs.

"Quitting smoking is challenging because of the addictive properties of nicotine. Most people who smoke, and want to quit, will try multiple times before they quit for good," Duncan said.

People wanting more information on other smoking cessation initiatives can visit QuitPath at [quitpath.ca](http://quitpath.ca) or call toll-free 1-866-221-8393.

The Yukon government QuitPath initiative provides support, tools and resources free of charge to all Yukoners. Tobacco Free Tuesdays is undertaken in collaboration with the B.C. Lung Association.

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