

FOR IMMEDIATE RELEASE

WINNERS OF THE 2019 “(STAY) QUIT TO WIN” CHALLENGE

Kuujuuaq, June 25, 2019 – For the first year since its creation, the rules of the “(Stay) Quit to Win” challenge were modified. In 2019, non-smoking participants were able to participate by supporting a participant that smokes, serving as a “quit buddy.” That mentoring role allowed for everyone to contribute to the anti-smoking movement in a collective effort.

Both smoking and non-smoking participants were eligible for a prize to be drawn. The Nunavik Regional Board of Health and Social Services (NRBHSS) is pleased to announce the winners of the 2019 edition, which was held from April 1 to May 13.

- **Adult smokers:**
 - 1st prize (First Air tickets): Mary Lucassie of Aupaluk
 - 2nd prize (Apple watch): Alicie Ainalik Simigak of Ivujivik
 - 3rd prize (Kitchenware): Nellie Kutchaka of Inukjuak

- **Youth smokers:**
 - 1st prize (First Air tickets): Tiivimasiu Qisiiq of Kangiqsujuaq
 - 2nd prize (Apple watch): Akenisie Amamatuak of Akulivik
 - 3rd prize (bicycle): Annabelle Natachequan of Kuujuaraapik

- **Adult Quit Buddy (Air Inuit tickets):**
 - Nellie Tookalook of Umiujaq

- **Youth Quit Buddy (Air Inuit tickets):**
 - Kulluayuk Alaku of Salluit

The winners have been contacted. Their prizes have been awarded or sent.

Statistics on the 2019 edition of the challenge are available on the [NRBHSS Web site](#).

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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Source: Nunavik Regional Board of Health and Social Services

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