



**INSTITUT DE
CARDIOLOGIE
DE MONTRÉAL**

AFFILIÉ À
Université 
de Montréal

PRESS RELEASE

For immediate release

Announcing the 2009 results of the *5/30 Health Challenge*, *Quit to Win! Challenge* and *Smoke-Free Family Initiative*

The Montreal Heart Institute encourages the public to keep betting on a winner formula

Montreal, May 8, 2009 – A pioneer in preventive medicine in Canada, the Montreal Heart Institute (MHI) took part today in the closing event of the *5/30 Health Challenge*, *Quit to Win! Challenge*, and *Smoke-Free Family* initiative, for which it acted as co-promoter. Between March 1 and April 11, 2009, some 120,176 persons registered with the *5/30 Health Challenge* as a way of adopting healthy lifestyle habits, 16,277 participants made a commitment to stop smoking as part of the *Quit to Win! Challenge*, and 5,789 families registered with *Smoke-Free Family*.

This year, the event also served as occasion to celebrate the 10th anniversary of the *Quit to Win! Challenge*, and 5th anniversary of the *5/30 Health Challenge*. Indeed, some 276,000 and 300,000 individuals respectively have registered and taken action over the last ten and five years.

“The fact that so many individuals are taking concrete steps to live without tobacco, to eat better and to be more active is very encouraging,” says Dr. Martin Juneau, director of prevention at the MHI, director of the Center for Preventive Medicine and Physical Activity (ÉPIC), and professor of medicine at the Université de Montréal. “This confirms the importance of intervening before the fact, sensitizing Quebecers to take responsibility for their health and helping them to do so by offering ways and means to support and motivate them.”

The MHI and ACTI-MENU are working together to help Québecers take charge of their health

ACTI-MENU, a company whose mission is to help individuals take charge of their health, has been officially affiliated with the MHI’s prevention division since November 2005. Through its special ties to ACTI-MENU, notably by way of the *5/30 Health Challenge* and the *Quit to Win! Challenge*, two programs offered free of charge to the public, the Montreal Heart Institute is becoming an ever growing presence in the community.



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About the Montreal Heart Institute

Founded in 1954 by Dr. Paul David, the Montreal Heart Institute constantly aims for the highest standards of excellence in the cardiovascular field through its leadership in prevention, ultra-specialized care, training of professionals, clinical and fundamental research, and assessment of new technologies. It is affiliated with the Université de Montréal and its clinical outcomes are among the best in the world. To learn more about the Institute, please visit our website at www.icm-mhi.org.

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