



Waikato/Bay of Plenty Division  
Cancer Society of New Zealand  
Inc.

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Media Release  
25<sup>th</sup> May 2009 – For immediate release

### **Give Quitting A Go for World SmokeFree Day**

Smoking kills 5000 New Zealanders every year and this World SmokeFree Day, 31<sup>st</sup> May, the message is clear – Give Quitting A Go!

To promote the quit smoking message the Cancer Society is working alongside other health organisations, such as the District Health Board, Population Health and the National Heart Foundation, as well as various quit coaches, in a coordinated effort to encourage smokers to quit.

Melanie Desmarais, Cancer Society health promoter, says CHANCES (Cambridge, Hamilton, Huntly, Ngaruawahia coalition to end smoking) will be putting up information displays at suitable locations in the week leading up to World SmokeFree Day.

“There will be displays at Hillcrest Medical Centre, South City Medical Centre and the Dinsdale Winz office to encourage people to give quitting a go.

”Also letting them know where they can find local help and support to quit and stay smokefree.”

Alongside the ‘Give Quitting A Go’ campaign CHANCES are spreading the word about the latest Face the Facts television promotion which aims to dispel myths that prevent people from quitting.

“We want people to understand that some myths about smoking such as mild cigarettes and roll your own are better for you than manufactured cigarettes – may be stopping them from quitting.

More ...

“Smoking is known to be the second major cause of death in the world and we need to do everything we can to assist those trying to quit and prevent others, particularly young people, from taking it up.”

**Ends**

***For further information, please contact:***

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**Editor’s Note:**

The Waikato/Bay of Plenty Division of the Cancer Society of New Zealand Inc is a non-profit organisation that receives no direct financial support from the Government. We are funded by bequests and donations from the public as well as fundraising activities.

We are committed to minimising the impact of cancer in our communities by providing:

- Quality support services for people affected by cancer
- Education to promote early detection and help reduce the risk of cancer
- Free information and resources on cancer
- Support for research into the causes, prevention, detection and treatment of cancer