

**The 28 Days Sober Challenge: A movement now firmly rooted in Quebec culture**

– The Fondation Jean Lapointe sets a goal of \$500,000 and nearly 10,000 participants –

**Montreal, January 8, 2019** – The Fondation Jean Lapointe is proud to announce the return of the 28 Days Sober Challenge for a 6th consecutive year, a far-reaching movement that promotes the prevention of alcohol, cannabis and other drug use among high-school students in Quebec. Registration is already underway and the 28 Days effect will reach its peak from February 1 to 28, 2019, with the goal of raising \$500,000 thanks to the participation of nearly 10,000 supporters.

“The impact of a \$28 donation is huge, since the contribution of each participant allows us to meet with two high-school students. The money raised supports the Fondation Jean Lapointe’s activities, which involve a program of prevention workshops given to 80,000 teenagers annually at high schools throughout the province,” explains Annie Papageorgiou, Executive Director of Fondation Jean Lapointe.

**New challenge levels**

This year, challenge participants will be able to choose between three levels of sobriety: Bronze (Monday to Thursday), Silver (Friday to Sunday) and Gold (the entire month of February). Their donation will give them access to an innovative experience via an engaging platform with exclusive content that allows them to see the real impact of their actions at the local level.

Each year, the challenge aims to raise awareness of the place of alcohol in our lives, in addition to reducing the prevalence of addiction among teenagers thanks to “My independence matters to me!” and APTE workshops.

“The 28 days effect nicely summarizes the impact that the donations raised through the challenge have on teens who take part in the workshops on addiction prevention. Once again, we are counting on committed ambassadors to support the event. They are Martin Juneau, chef and owner of the Montreal restaurant Pastaga; Valérie Roberts, radio host at CKOI; **Annie-Soleil Proteau, host on TVA**; the Stratis sisters; contributors to the blog TPL Moms; and Éliane Gagnon, actress,” adds Annie Papageorgiou.

Quebecers have embraced the 28 Days Challenge and for many, it has become an annual event. The objective for the 6th edition is to amplify the impact of each participant’s donation on high-school students.

**To take part or to sponsor a participant, please visit [www.defi28jours.com/en](http://www.defi28jours.com/en)**

**About Fondation Jean Lapointe**

Established over 35 years ago, Fondation Jean Lapointe has become the leading organization in the fight against alcoholism, drug use and other addictions that affect society. It actively supports the Maison Jean Lapointe, recognized today as an important centre for drug and gambling rehabilitation, and the prevention of these addictions in Quebec.

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**Source**

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