

## **Ex-smokers are Unstoppable! Commissioner Dalli presents next steps in the campaign**

Today, in Brussels, Mr Dalli, European Commissioner for Health and Consumer Policy presents the next phase in the EU-wide "Ex-smokers are Unstoppable" campaign. The campaign is about empowering people to quit smoking by showing the benefits of life without tobacco. Commissioner Dalli will unveil two new TV clips and an exhibition of photos and stories of real ex-smokers selected from the 27 Member States through a Facebook competition, ahead of their launch in the mass media in the coming days. Commissioner Dalli will underline that tobacco still kills hundreds of thousands of Europeans every year, and that this campaign is part of EU efforts to help young Europeans to quit the addiction. Mr Dalli will further highlight the campaign's achievements since it was launched on 16 June this year. There have been more than 500 000 active visitors on the Facebook campaign pages for the 27 EU countries. In addition, more than 20 000 people are already actively using iCoach to quit smoking.

For more information: [IP/11/710](#)