



The 28-Day Sober Challenge is coming to your workplace



What is the 28-Day Sober Challenge ?

The Challenge invites Quebecers to rethink their relation with alcohol by committing themselves to not drink alcohol for 28 days. Over the past 12 years, more than \$6 million has been raised by over 80,000 participants.

What is the Corporate Challenge ?

Employees/colleagues team up to take on the 28-Day Sober Challenge together.

The bonus: It's a single \$2800 fee per company.
There is no additional registration fee for participants

Consumption in the workplace, it's not a myth!

\$22.4 billion

cost of productivity loss due to substance use in Canada in 2020.

16.2 %

increase in loss of productivity costs per person from 2007 to 2020.

Why participate in The Challenge?



Engage your teams!
A unique opportunity for #teambuilding



Look after your employees!
Contribute to their well-being and health



Stand out!
Demonstrate that your employer brand is engaged and enticing



Be a player in your community!
Support a cause that touches 1 in 3 Quebecers



Training offered!
Take advantage of a workplace addiction prevention training (value of \$1,500).

Ready to take action?



What does a team include?



An unlimited number of participants: the more, the merrier!



A personalized page on our platform (defi28jours.com)



A Challenge box full of goodies to launch the event with your team



A training session led by Maison Jean Lapointe professionals for your staff or managers (\$1,500 value)



Daily encouragements from the Fondation to keep motivation high!



Fundraising tools for those who wish to go further (optional)

How does it work ?

01

Create a team by contacting Mélanie Murray at the Fondation Jean Lapointe.

melanie.murray@fondationjeanlapointe.org

02

Get a personalized link allowing employees to sign up for free using their professional email.

03

Receive a Challenge Box to share with your team.

04

Schedule the included training anytime during the year.

05

Do the Challenge and feel the benefits!

All this for \$2,800!

