

# DRY FEB™

Go as dry as you're  
willing to try

[www.dryfeb.ca](http://www.dryfeb.ca)



IN SUPPORT OF



Canadian  
Cancer  
Society

# Dry February Challenge



Canadian  
Cancer  
Society

Healthy  
Workplaces

Powered  
by  
iA  
Financial Group

# About Dry February



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Cancer  
Society

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## What is Dry February?

Dry Feb is a fundraiser that challenges you to go **alcohol-free in February and raise funds for the Canadian Cancer Society**. It helps you get healthy while also raising funds to make a difference for Canadians affected by cancer.



**Does one month off alcohol sound too big of a challenge?**  
Choose to participate for the whole month, 21 days, 14 days, or customize a timeframe that works for you.

## How Does it Work?



Step 1

Sign-up to the challenge and choose how long you will be participating



Step 2

Go alcohol-free in February



Step 3

Ask family, friends and colleagues to sponsor you



Step 4

Help people affected by cancer



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Proceeds from Dry Feb will benefit the Canadian Cancer Society to fund groundbreaking research and provide a compassionate national support system for people affected by cancer.

Visit [dryfeb.ca](https://dryfeb.ca) to get started!

# Dry February Challenge



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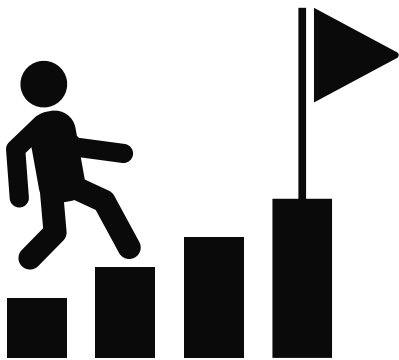
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## What are the Challenge Rules?



**WHAT:** Alcoholic beverages include wine, beer, and liquor.

**WHEN:** The Challenge will start February 1 to February 28

**HOW:** For the month of February go alcohol-free! See the toolkit for alternative alcohol-free beverages and stress-free activities to try.



### What is included?

- What's in and what's out
- Ways to reduce alcohol intake
- Tips to organize an alcohol-free work party

Let's Get Started! Visit [Dryfeb.ca](https://www.dryfeb.ca)