

NEWS RELEASE
FOR IMMEDIATE RELEASE
February 1, 2021

Alberta Blue Cross® challenges all Albertans to participate in Winter Walk Day

On Wednesday, February 3, hundreds of thousands of Albertans across the province will embrace the cold for socially distanced walks outside to support Alberta Winter Walk Day 2021. Alberta Blue Cross challenges all Albertans to participate with their households and get active outdoors.

Typically, more than 500 Alberta Blue Cross employees celebrate Winter Walk Day by walking as a group from their head office in Edmonton to the Legislature grounds. However, this year's event will be conducted virtually with employees taking part in an online warmup before heading outdoors for a walk with their households.

"We've seen a lot of event cancellations this past year due to COVID-19, but the pandemic hasn't cancelled winter—so we were determined to see Winter Walk Day continue," says Brian Geislinger, vice-president, Corporate Relations. "As Albertans' partner in wellness, we strive to make wellness accessible for everyone, and we're proud to work with our community partners to promote this year's walk."

Anyone participating in Winter Walk Day this year is encouraged to stay safe and follow all COVID-19 guidelines, which includes only walking with members of your own household, maintaining social distancing and masking up when indoors.

Winter Walk Day is a province-wide initiative to get Albertans up and moving during the winter months, celebrate our Alberta winter and promote the year-round health benefits of walking. On this special day, all Albertans are encouraged to walk at least 15 minutes outside. Last year, more than 100,000 Albertans and 800 organizations participated despite the cold.

Winter Walk Day demonstrates that a winter outdoor activity like walking can be a healthy, enjoyable experience. This year's event has particular relevance as most Albertans are sticking closer to home because of the pandemic. By encouraging individuals, families, communities and workplaces to participate, this initiative helps to promote and inspire a healthy culture across Alberta.

Winter Walk Day is a shared initiative of the Government of Alberta, Alberta Blue Cross, SHAPE Alberta, Ever Active Schools, the Be Fit For Life network, Alberta Recreation and Parks Association and AMA.

As Alberta's leading benefit provider, Alberta Blue Cross provides coverage to more than 1.8 million Albertans and is ranked as one of Alberta's most loved brands.

Feel free to use all or some of our [promotional Winter Walk Day video](#) featuring our mascot, Big Blue.

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For more information, please contact Sheena Moore, Communications Officer, Corporate Communications, Alberta Blue Cross, at 780-984-2380 or shmoore@ab.bluecross.ca.

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