

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Alberta Blue Cross® recognizes exceptional volunteers through new Community Wellbeing grant program

Alberta Blue Cross is marking its 75th Anniversary in 2023—celebrating a legacy of giving back to Albertans through a new community wellbeing grant program.

Through the new Community Wellbeing grant program, Alberta Blue Cross will be recognizing 75 exceptional volunteers across the province this year with \$1,000 awards each in recognition of their contributions promoting community wellbeing—and awarding an additional \$1,000 award to each of the 75 charitable or non-profit organizations with which they volunteer.

“Our lives are made better by volunteers who tirelessly dedicate their time to creating brighter, thriving communities. We believe these volunteers deserve to be celebrated,” says Brian Geislinger, vice-president of Corporate Relations and Community Engagement with Alberta Blue Cross.

“Alberta Blue Cross has a rich history of involvement in the communities we serve, and as we mark our 75th anniversary we are pleased to build on this legacy by recognizing those who go over and above to give back to their local communities,” says Geislinger.

Ideal nominees are individuals who volunteer with organizations that promote the physical, mental or social wellbeing of community members. Examples include senior’s associations, community groups, school councils, arts or culture groups, agricultural societies, children’s activity organizations and amateur sports teams.

For complete eligibility details and to nominate a deserving individual, visit the Alberta Blue Cross website at <https://community.ab.bluecross.ca/programs/community-wellbeing-grant-program.php>. Nominations close June 30, with award recipients to be announced at the end of August.

Funding for the program comes from the Alberta Blue Cross community foundation.

As Alberta’s leading benefit provider, Alberta Blue Cross provides coverage to more than 1.8 million Albertans and administers a wide range of plans for employers and individuals as well as government program sponsors. And as a champion for wellbeing, Alberta Blue Cross leads and supports a wide range of initiatives across the province to promote wellness and active living.

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For more information, please contact Sheena Moore, communications officer, Corporate Communications, Alberta Blue Cross, at shmoore@ab.bluecross.ca.

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