



Media release

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Alberta Blue Cross® champions community wellbeing on *Giving Tuesday*

At the heart of Alberta Blue Cross, you'll find employees across the province who are passionate about making a difference in their communities. So much so that more than 25 years ago, they started an employee-led charity, Hearts of Blue, to support causes they believe in.

In line with [*Giving Tuesday's*](#) global movement to inspire people and organizations to give back to their communities, Hearts of Blue is donating \$30,000 to emergency shelters across Alberta to support our communities most vulnerable populations. This is in addition to donations totalling upwards of \$50,000 that Hearts of Blue has provided through 2024 to dozens of grassroots charitable organizations.

Hearts of Blue gives Alberta Blue Cross employees the power and the tools to turn their passion for community into action. Funded and operated by employees, Hearts of Blue supports grassroots charities and not-for-profits across the province annually through donations and volunteerism. Funding is also supplemented through Alberta Blue Cross's community foundation.

"At Alberta Blue Cross, we often say that we live in the communities we serve, and we serve in the communities in which we live," says Brian Geislinger, senior vice-president of Corporate Relations and Community Engagement with Alberta Blue Cross. "Nowhere is this commitment more evident than through our Hearts of Blue charity."

In addition to these donations, Alberta Blue Cross also recently wrapped up its annual Employee Giving Campaign. Throughout October and November, employees made individual donations to Canadian-registered charities of their choosing. All donations were matched up to \$100 per employee by Alberta Blue Cross through its community foundation.

"Whenever our communities need help, our team members rise to the call. The Employee Giving Campaign is just one way we do that," says Narissa Kanji, director of Community Impact at Alberta Blue Cross.

Thanks to the team's generosity, Alberta Blue Cross raised more than \$63,000 for local charities. Team members told Alberta Blue Cross where to put their money, and that's what they did—straight into the pockets of at-risk youths, hungry children, families seeking shelter and animals seeking homes.

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For more information, please contact Sharmin Hislop, director of Corporate Communications, Alberta Blue Cross at shislop@ab.bluecross.ca or 780-231-6356.

About Alberta Blue Cross

As the largest provider of health benefits in Alberta, we believe we have the potential and responsibility to impact people's lives for the better. We believe all communities should thrive, and we are committed to serving as a champion for wellness by promoting the health of Albertans.



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