



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Alberta Blue Cross® to award organizations that promote wellbeing in their communities with the Community Wellbeing grant program

Alberta Blue Cross is continuing a legacy of giving back to Albertans this fall through an updated Community Wellbeing grant program.

This year Alberta Blue Cross will recognize 30 charitable or non-profit organizations across Alberta that promote health and wellbeing in their communities. Each selected organization will receive a \$1,000 grant to continue their inspiring work.

“We launched the Community Wellbeing grant program through the pandemic to support grassroots organizations that were working to promote the mental, physical and social wellbeing of community members through that challenging time,” says Brian Geislinger, senior vice-president of Corporate Relations and Community Engagement with Alberta Blue Cross. “We extended the program last year in recognition of Alberta Blue Cross’s 75th anniversary. By continuing this program, we want to continue recognizing organizations that go above and beyond to support communities across Alberta.”

In 2023, Alberta Blue Cross celebrated its 75th anniversary by recognizing 75 exceptional volunteers across Alberta with \$1,000 for each volunteer and \$1,000 to their respective organization through the Community Wellbeing grant program. This year, rather than highlighting individual volunteers, Alberta Blue Cross will recognize organizations that keep community at the core of their work. Ideal nominees are organizations that promote the physical, mental or social wellbeing of community members. This includes senior’s associations, community groups, school councils, arts or culture groups and more. Alberta Blue Cross is looking for nominations from every geographical region across Alberta, both urban and rural.

Organizations can nominate themselves and review eligibility requirements through the Alberta Blue Cross website at community.ab.bluecross.ca/programs/community-wellbeing-grant-program.php. Nominations close on **October 31**, and award recipients will be announced by the end of December. Funding for the program comes from the Alberta Blue Cross community foundation.

“As the largest provider of health benefits in Alberta, Alberta Blue Cross is committed to serving as a champion for wellness by promoting the health of Albertans,” says Geislinger.

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For more information, please contact Sharmin Hislop, director, Corporate Communications, Alberta Blue Cross at shislop@ab.bluecross.ca.



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