



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Alberta Blue Cross® announces return of Community Wellbeing grant program

Alberta Blue Cross is bringing back its very popular Community Wellbeing grant program for 2025, to support the diverse work of community organizations promoting the physical, mental and social wellbeing of Albertans.

"We were overwhelmed last year by the positive response to this program, with more than 650 applications from across the province," says Brian Geislinger, senior vice-president of Corporate Relations and Community Engagement with Alberta Blue Cross. "So, we're thrilled to be able to continue to provide this support again through 2025."

The Community Wellbeing grant program was launched in conjunction with the 75th Anniversary of Alberta Blue Cross in 2023 and was extended into 2024 where it awarded 50 community organizations with a \$1,000 grant each to support wellbeing in their communities. Funding for the program is provided through the Alberta Blue Cross community foundation.

Until April 30, Alberta Blue Cross welcomes applications and nominations from [urban and rural Alberta-based organizations](#) (including Alberta chapters of national organizations) that promote the physical, mental or social wellbeing of community members. This includes organizations that support newcomers and refugees, seniors, families, vulnerable youth, children, LGBTQ2S+, individuals with disabilities, individuals requiring mental health support, Indigenous Peoples and visible minorities. Applications can be submitted on the Alberta Blue Cross website.

Each organization awarded with the grant helps Albertan communities thrive.

The 2024 Alberta Blue Cross Community Wellbeing grant recipients have incredible stories, highlighting their work, including the following:

Dress for Success Central Alberta Women's Centre

Dress for Success Central Alberta is an inclusive community in Red Deer that empowers women to achieve economic independence by providing professional attire, career development tools and a support network. The organization helps women break the cycle of poverty, achieve financial stability and thrive in their careers and personal lives. The Community Wellbeing grant will expand the availability of their "Confidence Kits" which include personal hygiene items, a certificate for a haircut and manicure and more.

The full list of the 2024 Community Wellbeing recipients and their stories are available on the [community website](#).



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As Alberta's largest provider of health and dental benefits, Alberta Blue Cross is committed to serving as a champion for wellbeing by promoting the health of Albertans.

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For more information, please contact Sharmin Hislop, director, Corporate Communications, Alberta Blue Cross, at 780-498-8283 or shislop@ab.bluecross.ca.



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