



For immediate release

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

On Wednesday, February 5, tens of thousands of Albertans across the province will embrace the cold and celebrate our unique Alberta winter with Winter Walk Day 2025.

“Winter Walk Day is a great initiative to encourage all Albertans to tap into the mental and physical health benefits of exercising outdoors regardless of the time of year,” says Brian Geislinger, senior vice-president of Corporate Relations and Community Engagement with Alberta Blue Cross. “As a champion for wellbeing, Alberta Blue Cross challenges all Albertans to participate this year by bundling up, going outside and getting active.”

On Winter Walk Day, all Albertans are encouraged to walk at least 15 minutes outside. By encouraging individuals, families, communities and workplaces to participate, Winter Walk Day helps to promote and inspire a healthy culture across Alberta. Many schools, organizations and communities host group walks.

Winter Walk Day is a shared initiative of the Government of Alberta, SHAPE Alberta, Fitness Alberta, TrailNet, In Motion, Alberta Recreation and Parks Association, Ever Active Schools, Alberta Blue Cross and Alberta Motor Association. Last year, more than 100,000 Albertans joined in despite the cold. Participants are encouraged to register online at <https://shapeab.ca/winter-walk-day/> and to share their experience on social media using the hashtag #WinterWalkDay.

### **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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*For more information, please contact Sharmin Hislop, director of Corporate Communications, Alberta Blue Cross at [shislop@ab.bluecross.ca](mailto:shislop@ab.bluecross.ca).*



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