



JOINT MEDIA RELEASE

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For immediate release

Alberta Blue Cross® partners with the Lois Hole Hospital Women's Society to champion women's health

In celebration of International Women's Day on March 8, Alberta Blue Cross and the Lois Hole Hospital Women's Society are spotlighting women's health through the *Between Us: exploring the mind & body* virtual lecture series. This free interactive series focuses on providing an inclusive and welcoming environment for discussing important women's health topics.

As a champion for wellbeing, Alberta Blue Cross is an ongoing sponsor of the series which is hosted by the Lois Hole Hospital for Women—one of the few hospitals in Canada dedicated to women. From clinician insights to advancements in clinical care that begin with researchers, each speaker participating in the series is dedicated to continuous improvements in women's health.

"Knowledge is power when improving our health," shared Vanessa Lancaster and Rhiannon Adams, co-chairs of the Lois Hole Hospital Women's Society. "Through the *Between Us* lecture series, we are creating a space where women can access expert insights, engage in meaningful conversations, and feel empowered in their health journeys. We are grateful for the continued support of Alberta Blue Cross in making this initiative possible and for helping us reach thousands of women across the province with vital health information."

Alberta Blue Cross is in its sixth year as sponsor of the *Between Us* lecture series. In 2024, more than 3,000 participants across the province joined virtually for these interactive discussions, which covered topics such as hereditary cancers, urinary tract infections and infertility.

"Empowering women through knowledge and support is a powerful step toward building healthier communities," says Narissa Kanji, director of Community Impact with Alberta Blue Cross. "Our continued partnership with Lois Hole Hospital Women's Society reflects Alberta Blue Cross's commitment to women's health. Together, we are creating a safe and inclusive space where women can have honest discussions around important topics in women's health."

The next talk takes place on Thursday, March 27 with *Between Us: an interactive talk on perimenopause and contraception*. Interested participants can [register here](#) to attend this free event.

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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.



About the [Lois Hole Hospital Women's Society](#)

The Lois Hole Hospital Women's Society is an organization of people in all ages and stages in life, passionate about and committed to raising excellence in women's healthcare and treatment. The Women's Society raises awareness and important funds for a variety of initiatives at the Lois Hole Hospital for Women.

For more information, please contact Sharmin Hislop, director of Corporate Communications, Alberta Blue Cross at shislop@ab.bluecross.ca or 780-231-6356 or Lindsay Robertson, vice-president of Communications, Marketing and Brand, Alberta Women's Health Foundation at 780-217-2613 or lrobertson@royalalex.org.



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