



**NEWS RELEASE**  
FOR IMMEDIATE RELEASE  
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**Alberta Blue Cross challenges Albertans to participate in Winter Walk Day**

On Wednesday, February 5, hundreds of thousands of Albertans across the province will embrace the cold for a walk outside to support Alberta Winter Walk Day 2020. Alberta Blue Cross challenges all Albertans to participate within their communities and get active outdoors.

A province-wide initiative to get Albertans up and moving during the winter months, Winter Walk Day celebrates our Alberta winter while promoting the year-round health benefits of walking. On this special day, all Albertans are encouraged to walk at least 15 minutes outside. Last year, more than 100,000 Albertans and 800 organizations participated despite the cold.

Winter Walk Day demonstrates that a winter outdoor activity like walking can be a healthy, enjoyable experience. By encouraging individuals, families, communities and workplaces to participate, this initiative helps to promote and inspire a healthy culture across Alberta.

More than 500 Alberta Blue Cross employees will be joining a noon-hour event being held at the Legislature in Edmonton, and Alberta Blue Cross branch offices across the province are also organizing their own walks in support of Winter Walk Day.

Winter Walk Day is a shared initiative of the Government of Alberta, Alberta Blue Cross, SHAPE Alberta, Ever Active Schools, the Be Fit For Life network, Alberta Recreation and Parks Association and AMA. This year CKUA Radio has also joined the initiative as a media partner and is providing special walking playlists on its app, as well as broadcasting music to walk to on February 5.

As Alberta’s leading benefit provider, Alberta Blue Cross provides coverage to more than 1.8 million Albertans and is ranked as one of Alberta’s most loved brands.

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*For more information, please contact Katelyn Pretzlaff, Communications Officer, Corporate Communications, Alberta Blue Cross, at 780-498-8846 or [kpretzla@ab.bluecross.ca](mailto:kpretzla@ab.bluecross.ca).*

[ab.bluecross.ca](http://ab.bluecross.ca)

Edmonton Blue Cross Place 10009 108 Street NW T5J 3C5 780-498-8000	Calgary Main Floor 715 5 Avenue SW T2P 2X6 403-234-9666	Grande Prairie Suite 108 10126 120 Avenue T8V 8H9 780-532-3505	Lethbridge 470 Chancery Court 220 4 Street S T1J 4J7 403-328-1785	Medicine Hat 95 Carry Drive Plaza 105 Carry Drive SE T1B 3M6 403-529-5553	Red Deer 103 Elements at Rivers Edge 5002 55 Street T4N 7A4 403-343-7009
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