



NEWS RELEASE
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Alberta Blue Cross commits \$500,000 for community support during COVID19

Earlier this week, Alberta Blue Cross announced temporary premium reductions to support its customers through the COVID19 pandemic. Now the organization is announcing expanded support for communities with a \$500,000 commitment from its community foundation to addressing priority needs to support Alberta’s most vulnerable populations.

“This is an incredibly difficult time not only for our customers but for all Albertans,” says Mark Komlenic, CEO of Alberta Blue Cross. “With over 1.8 million plan members and dedicated, caring team members across the province, Alberta Blue Cross has deep roots in the communities we serve. We personally know and feel the challenges that our families, friends, coworkers and neighbours are facing right now, and we’re committed to doing what we can to support our fellow Albertans through this time.”

This support will include a coordinated approach with the United Way to stabilize food security and compromised essentials, support to address increased suicide rates among youth and adults in partnership with the Mental Health Foundation, and support for grassroots community initiatives to assist isolated and rural communities. Alberta Blue Cross is already sponsoring the Text4Hope program which is expected to provide support to up to 250,000 Albertans over the next three months.

Alberta Blue Cross is also contributing toward the Community-Based Seniors Serving Sector initiative, being led by the Alberta Ministry of Seniors and Housing, to enhance connections between health care and vital community social resources for Alberta’s 600,000 seniors during this time of social distancing.

Funding for the community support comes through the ABC Benefits Corporation Foundation, established by Alberta Blue Cross in 1998 to enable community investment on a sustainable basis.

“These are unprecedented times—not only because of COVID19 but also because of the negative impact of the oil price crash on our provincial economy,” says Kevin Gregor, Foundation chair. “We urge all Albertans to join us in extending support and compassion to those in need. We may be socially isolated, but we are truly all in this together.”

As a locally based, not-for-profit organization, Alberta Blue Cross has a unique focus on supporting the health and wellness of its customers and all Albertans. It is ranked as one of Alberta’s Top 10 Most Loved Brands, as well as one of Alberta's Top 25 Most Respected Organizations.

“At Alberta Blue Cross, we have an unwavering commitment to our customers and the communities we serve,” says Komlenic. “We are proud to be a part of this great province.”

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