



NEWS RELEASE
FOR IMMEDIATE RELEASE
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Alberta Blue Cross® encourages Albertans to clean up local communities

With summer approaching, Alberta Blue Cross has invited its team members, and all Albertans, to help tidy up their own neighbourhoods and parks across Alberta.

Since 2014, Alberta Blue Cross has participated in the City of Edmonton’s Capital City Clean Up campaign each year and encouraged team members at branch offices throughout Alberta to organize clean-up events in their respective cities. However, the clean-up events were cancelled last year and this year due to the COVID-19 pandemic.

In their commitment to better the communities they serve, Alberta Blue Cross is continuing a tradition that gets people active outside and helps the environments they live, play and work in. Alberta Blue Cross is extending the invitation to all Albertans to help tidy up the province whenever possible—every little bit helps.

Anyone joining in on the cause should remember to report any graffiti or hazardous litter to their city or town, secure and dispose of all garbage bags in appropriate disposal locations and follow safe practices, such as disinfecting litter grabbing tools, wearing gloves and washing or sanitizing their hands. This initiative is a great opportunity to spend time outdoors with family or friends, while practicing physical distancing and following all public health measures.

Capital City Clean Up is a litter reduction and graffiti prevention initiative organized by the City of Edmonton to encourage citizens, community groups and businesses to keep the city clean, safe and attractive. Alberta Blue Cross is a regular participant in this campaign as part of their active involvement in, and commitment to, the local community.

As a locally based, not-for-profit organization, Alberta Blue Cross provides benefits to more than 1.8 million Albertans and has a unique focus on supporting the health and wellness of all Albertans. The organization is ranked as one of Alberta’s Top 10 Most Loved Brands, as well as one of Alberta’s Top 25 Most Respected Organizations

-30-

For more information, please contact *Katelyn Pretzlaff*, communications officer, Corporate Communications, Alberta Blue Cross, at kpretzla@ab.bluecross.ca.

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