



MEDIA RELEASE

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For immediate release

New *Faces of Wellness* program to recognize wellness champions

Wellness has many faces. Could it be *yours*?

Alberta Blue Cross is looking to recognize Albertans who are everyday champions for wellness in their own lives, in their workplaces and their communities.

Whether that’s making positive lifestyle changes toward becoming healthier, promoting a health-related cause, making the most of life while living with a chronic condition, standing up for mental health, or being a role model for others, the new Faces of Wellness program is looking for Albertans across the province who are taking steps toward living healthier lives.

“The last 16 months have been a challenging time for many Albertans as we coped with the pandemic, but even through this period there are so many Albertans who have continued to be champions for wellness in all its many forms,” says Brian Geislinger, Vice-President of Corporate Relations with Alberta Blue Cross. “We want to recognize these people and share their stories.”

Taking steps to stay well not only provides a better quality of life but helps prevent chronic health conditions. Recognizing individuals who are champions for wellness provides a timely reminder of the positive difference a commitment to wellness can make not only in our own lives but to our communities.

If you—or someone you know—is the face of wellness in your workplace or your community, Alberta Blue Cross wants to hear from you. Entrants will have the opportunity to win great wellness-themed prizes, including the chance to win the grand prize of a weekend away in the Alberta Rockies. Entrants may also be profiled on the Alberta Blue Cross website and other mediums.

Submission and nominations for #FacesofWellness are now open, with a deadline of **September 30, 2021**. For entry details visit www.facesofwellness.ca. *Faces of Wellness* award recipients will be announced in fall 2021.

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For more information, please contact Sharmin Hislop, Director of Corporate Communications, Alberta Blue Cross at shislop@ab.bluecross.ca.

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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