

NEWS RELEASE

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For immediate release

Alberta Blue Cross® resumes grant program to support active communities

Alberta Blue Cross is bringing back its popular grant program to promote wellness and active living across the province.

The *Built Together* healthy communities grant program provides up to \$50,000 to support healthy living infrastructure projects across Alberta, ranging from outdoor adult gyms and playgrounds to skate and bike parks, walking paths and outdoor rinks.

“Over the last eight years, this program has supported more than 30 initiatives across the province,” says Brian Geislinger, vice-president of Corporate Communications at Alberta Blue Cross. “We suspended the program last year to focus our community investments on higher priority community needs through the pandemic but we know the demand for infrastructure continues—so we’re pleased to be resuming this program for 2021.”

Community leagues, school councils, municipalities and other non-profit organizations across Alberta are invited to apply for the *Built Together* program starting today. The deadline for applications is September 30, 2021, and grant recipients will receive a one-time \$50,000 grant for eligible projects. This year, four grants will be disbursed: one in an Indigenous community, one in a rural community and two between Edmonton, Calgary and secondary cities.

“As a champion for wellness for Albertans, Alberta Blue Cross is committed to promoting active living in the communities we serve,” says Geislinger. “This program helps ensure that public, accessible, free wellness infrastructure is available to Albertans wherever they live and whatever their age.”

Since the program started in 2013, it has provided grants totalling \$1.6 million. The program is funded through the Alberta Blue Cross community foundation.

How to apply

Community organizations can find more information and apply online at ab.bluecross.ca/aboutus/built-together.php.

About Alberta Blue Cross

As an Alberta-based, not-for-profit organization, Alberta Blue Cross covers more than 1.8 million Albertans and has a unique focus on supporting the health and wellness of Albertans. The organization has been recognized as one of Alberta’s Most Loved Brands and Most Respected Organizations.

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