

NEWS RELEASE
FOR IMMEDIATE RELEASE
January 31, 2022

Alberta Blue Cross® challenges all Albertans to participate in Winter Walk Day

On Wednesday, February 2, hundreds of thousands of Albertans across the province will embrace the cold for socially distanced, outdoor walks to celebrate Alberta's Winter Walk Day 2022. Alberta Blue Cross challenges all Albertans to participate with their households or cohorts and get active outdoors.

“The fifth wave of the pandemic means that communities won't be planning large events around Winter Walk Day again this year—but that doesn't mean Albertans can't still take a few minutes to get outside to enjoy the health benefits of walking,” says Brian Geislinger, vice-president, Corporate Relations with Alberta Blue Cross. “Winter Walk Day is about making wellness accessible for everyone, and we're proud to work with our community partners to promote this year's walk.”

Everyone participating in Winter Walk Day this year is again encouraged to stay safe and follow all COVID-19 guidelines, which includes limiting walking groups to a maximum of 20 people, maintaining social distancing between households and masking up when indoors.

Winter Walk Day is a province-wide initiative to get Albertans up and moving during the winter months, celebrate our Alberta winter and promote 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 an outdoor activity like walking can be a healthy, enjoyable experience, even in the winter. As most Albertans continue to work from, and stay closer to, home because of the pandemic, encouraging individuals, families, communities and workplaces to participate helps promote and inspire a healthy culture across Alberta.

Winter Walk Day is a shared initiative of the Government of Alberta, SHAPE Alberta, Fitness Alberta, Alberta Recreation and Parks Association, Ever Active Schools, Alberta Blue Cross and Alberta Motor Association. Participants are encouraged register online at winterwalkday.ca to share their experience on social media using the hashtag #WinterWalkDay. Alberta Blue Cross is also providing a draw for some great Winter Walk Day themed prizes on its Facebook and Instagram pages with the handle @AlbertaBlueCross to encourage Albertans to participate in Winter Walk Day.

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.

-30-

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

ab.bluecross.ca