

Media release

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Faces of Wellness program seeks Albertans who inspire wellness

Alberta Blue Cross® is looking to recognize Albertans who are champions for wellness in their communities through its annual Faces of Wellness Program. Each year, the program recognizes those making positive lifestyle changes toward becoming healthier, promoting a health-related cause, making the most of life while living with a chronic condition, advocating for wellness in their workplace, standing up for mental health or acting as a role model for others.

In 2022, the Faces of Wellness campaign received more than 350 applications and nominations from Albertans across the province. These applications included a recreational therapist who teaches Indigenous-informed yoga and an ovarian cancer survivor who uses training and community groups to stay well and raised money for the Ovarian Cancer Canada Walk of Hope. Alberta Blue Cross recognized 1 grand prize recipient and 9 finalists.

The grand prize recipient of the 2022 Faces of Wellness program was Lauren Kennedy West. Lauren embodies living well with schizophrenia not only through her personal wellness but also by sharing her experiences with the world. Through her YouTube channel, "Living Well with Schizophrenia," Lauren provides a safe space for people who would have otherwise felt alone in their experiences with schizophrenia. As a mental health advocate and a pillar of support in the community, Lauren is a face of wellness.

There were also many inspiring honourees recognized through the 2022 Faces of Wellness program, including Irene Crowchild who is a 2-time national long drive golf champion and intergenerational survivor of Canada's residential school system that supports her community as a health and safety officer. As the only health and safety officer in her community of Tsuut'ina, Irene was placed on the Emergency Management Team during the first 8 months of the COVID-19 pandemic.

Albertans are encouraged to apply or nominate someone they know to be recognized as a face of wellness for a chance to win amazing wellness-themed prizes, including the grand prize of a weekend away in the Alberta Rockies. The deadline to apply for Faces of Wellness is October 1, 2023, and award recipients will be announced in December. To enter and learn more, visit facesofwellness.ca.

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