

For immediate 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—people who embraced the courage to overcome.

In 2023, the Faces of Wellness campaign received 223 applications and nominations from Albertans across the province. Alberta Blue Cross recognized 1 grand prize recipient and 10 finalists.

The grand prize recipient of the 2023 Faces of Wellness program was Ufuoma Muwhen. Ufuoma lived with the emotional and physical challenges of sickle cell disease for 18 years. Cured after a bone marrow transplant, she wanted to be an advocate and positive light for others with sickle cell disease. She created NotJustYou, a nonprofit sickle cell support organization that provides a platform for individuals to connect, share experiences and access support. Her story of determination, resilience and dedication to her community makes Ufuoma a face of wellness.

Many inspiring honourees were also recognized through the 2023 Faces of Wellness program, including Evan James Mudryk, a brain hemorrhage and stroke survivor who now educates people through social media and guest lectures, as well as Shawna Rose Goss, a survivor of abuse, human trafficking and confinement who turned to her community and started a peer support group at her organization.

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, 2024 and program recipients will be announced in December. To enter and learn more, visit <https://www.community.ab.bluecross.ca/programs/faces-of-wellness.php>.

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