

NEWS RELEASE
FOR IMMEDIATE RELEASE
January 31, 2024

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

On Wednesday, February 7, hundreds of thousands of Albertans across the province will embrace the cold and celebrate our Alberta winters with Winter Walk Day 2024. Alberta Blue Cross challenges all Albertans to participate by bundling up, going outside and getting active.

“The health benefits of walking and of getting outdoors in the fresh air are indisputable—and Winter Walk Day is the perfect blend of both,” says Brian Geislinger, vice-president of Corporate Relations with Alberta Blue Cross. “We know that activity levels decline over the winter months as fewer people venture outdoors, which reiterates the importance of Winter Walk Day in encouraging Albertans to keep active through the winter months.”

On Winter Walk Day, all Albertans are encouraged to walk at least 15 minutes outside. This province-wide initiative helps Albertans achieve the mental and physical health benefits of exercising outdoors, as well as gathering with others in a common goal. By encouraging individuals, families, communities and workplaces to participate, Winter Walk Day helps to 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. Last year, a record breaking 149,269 Albertans joined in despite the cold. Participants are encouraged to register online at <https://shapeab.ca/winter-walk-day/> and to share their experience on social media using the hashtag #WinterWalkDay.

For more information, please contact Stefan Tarnawsky, communications officer, Corporate Communications, Alberta Blue Cross®, at starnaws@ab.bluecross.ca.

ab.bluecross.ca