



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Two weeks left to apply for Alberta Blue Cross's® Community Wellbeing grant program

Applications for Alberta Blue Cross's popular Community Wellbeing grant program close on April 30, 2025. Alberta Blue Cross encourages **urban and rural Alberta-based organizations** (including Alberta chapters of national organizations) that promote the physical, mental or social wellbeing of community members to apply to win a \$1,000 grant. This includes organizations that support newcomers and refugees, seniors, families, vulnerable youth, children, LGBTQ2S+, individuals with disabilities, individuals requiring mental health support, Indigenous Peoples and visible minorities. Applications can be submitted on the [Alberta Blue Cross website](#).

"We were overwhelmed last year by the positive response to this program, with more than 650 applications from across the province," says Brian Geislinger, senior vice-president of Corporate Relations and Community Engagement with Alberta Blue Cross. "So, we're thrilled to be able to continue to provide this support again through 2025."

The Community Wellbeing grant program was launched in conjunction with the 75th Anniversary of Alberta Blue Cross in 2023 and was extended into 2024 where it awarded 50 community organizations with a \$1,000 grant each to support wellbeing in their communities. Funding for the program is provided through the Alberta Blue Cross community foundation. The full list of the 2024 Community Wellbeing recipients and their stories are available on the [community website](#).

As Alberta's leading benefit provider, Alberta Blue Cross provides coverage to more than 1.8 million Albertans and administers a wide range of plans for employers and individuals, as well as government program sponsors. As a champion for wellbeing, Alberta Blue Cross leads and supports a wide range of initiatives across the province to promote wellness and active living.

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For more information, please contact Sharmin Hislop, director, Corporate Communications, Alberta Blue Cross, at 780-498-8283 or shislop@ab.bluecross.ca.



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