



## PHOTO/ VIDEO OPPORTUNITY

For immediate release

January 30, 2025

### **Alberta Blue Cross® team members to participate in Alberta Winter Walk Day**

On Wednesday, February 5, hundreds of participants across Alberta including Alberta Blue Cross team members will brave the elements for Alberta Winter Walk Day 2025. A province-wide initiative to get Albertans up and moving during the winter months, Winter Walk Day celebrates our unique Alberta winter while promoting the year-round health benefits of walking. On this special day, all Albertans are encouraged to walk at least 15 minutes outside. By encouraging individuals, families, communities and workplaces to participate, Winter Walk Day helps to promote and inspire a healthy culture across Alberta. Last year, more than 100,000 Albertans across the province participated.

**Alberta Blue Cross's participating Calgary-based team members will kick off with a media photo opportunity outside the Alberta Blue Cross office at 715 5 Ave SW at 11:30 a.m. before starting the walk as a group.**

Winter Walk Day is a shared initiative of the Government of Alberta, SHAPE Alberta, Fitness Alberta, TrailNet, In Motion, Alberta Recreation and Parks Association, Ever Active Schools, Alberta Blue Cross and Alberta Motor Association. Last year, more than 100,000 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.

#### **About Alberta Blue Cross**

As the largest provider of health benefits in Alberta, we believe we have the potential and responsibility to impact people's lives for the better. We believe all communities should thrive, and we are committed to serving as a champion for wellness by promoting the health of Albertans.

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*For more information, please contact Sharmin Hislop, director of Corporate Communications, Alberta Blue Cross at [shislop@ab.bluecross.ca](mailto:shislop@ab.bluecross.ca).*



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