

MEDIA RELEASE
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For immediate release

Alberta Blue Cross® teams up with United Way of the Alberta Capital Region to address period poverty through Period Promise campaign

In recognition of May 28 being Menstrual Hygiene Day, Alberta Blue Cross is teaming up with United Way to normalize menstruation and address period poverty in our communities.

Menstrual health is a fundamental aspect of human rights, dignity and public health. Menstrual Hygiene Day, observed annually on May 28, raises awareness to help continue to promote menstruation as a normal everyday part of life for people born with uteruses and highlight the importance of good menstrual hygiene management.

Alberta Blue Cross became one of the first partners of the [Period Promise](#) initiative in 2023 through sponsorship with United Way. Period Promise is a multi-levelled approach to address period poverty in our communities.

“The Period Promise campaign ensures free access to menstrual products in the school system, through social service agencies and other organizations, as well as employers,” says Brian Geislinger, senior vice-president, Corporate Relations and Community Engagement with Alberta Blue Cross. “As a champion for advancing health and gender equity, our sponsorship of this campaign aligns with our commitment to promoting wellbeing.”

By working with governments, businesses, schools and other organizations, the campaign provides access to period products while destigmatizing menstruation. As a corporate sponsor, Alberta Blue Cross provides funds to help spread awareness of period poverty and how our communities can get involved and to provide free period products to vulnerable populations.

In addition to being a corporate sponsor, Alberta Blue Cross has also joined the Period Promise pledge by providing stigma and cost-free access to menstrual hygiene products in the all-gender washrooms at their Edmonton office, as well as hosting period product drives to collect menstrual hygiene products.

According to the 2023 public opinion research survey conducted by Environics Research on behalf of Women and Gender Equality Canada¹, almost 25 per cent of people who menstruate in Canada report struggling to afford menstrual products for themselves or their children. Monthly menstruation products are a necessity but can be hard to come by for vulnerable people. In fact, 1 in 6 Canadians who menstruate have personally experienced period poverty; this rises to 1 in 4 if their households earn less than \$40,000 a year.

That barrier to a basic need can limit a person’s ability to work and provide for themselves. It also impacts their dignity, health and wellbeing.

“Menstrual products are basic necessities, yet many individuals in our community face barriers to accessing them,” says Rob Yager, president and chief executive officer of United Way of the Alberta Capital Region. “Through the Period Promise initiative and our ongoing partnership with Alberta Blue Cross, we’re working to ensure equitable access to menstrual products for everyone who needs them. Together, we’re advancing menstrual equity, upholding dignity and building a more compassionate and inclusive community.”

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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.

About [United Way of the Alberta Capital Region](#)

United Way of the Alberta Capital Region unites changemakers in the Edmonton area to address complex community issues. Our focus is to create impactful, systemic change by strengthening mental wellbeing, eliminating educational barriers and empowering financial security. We collaborate with social agencies, schools, organizations and governments to deliver programs and services that empower people to improve their lives. As a trusted community connector, we facilitate dialogue, foster collaboration and increase understanding around complex issues, aiming to build strong, connected and resilient communities where no one is left behind.

For more information, please contact Sharmin Hislop, director of Corporate Communications, Alberta Blue Cross at shislop@ab.bluecross.ca or 780-231-6356 or Catherine Lee-Hannley, director of Brand and Corporate Communications, United Way of the Alberta Capital Region at clee-hannley@myunitedway.ca.

¹ <https://women-gender-equality.canada.ca/en/funding/menstrual-equity-fund.html>