



PHOTO/ VIDEO OPPORTUNITY

For immediate release

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Hundreds of participants to converge on the Legislature for Alberta Winter Walk Day

On Wednesday, February 5, hundreds of participants including Alberta Blue Cross® team members will brave the elements and converge on the Legislature over the noon hour 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 Edmonton-based team members will start with a warm-up activity at Pisani Plaza near the corner of 100 Avenue and 107 Street at 11:40 a.m. before joining an event at the Legislature. The event will begin at noon with remarks from the organizing committee. **This will be followed by a 15-minute walk around the legislature grounds and conclude with a group photo at the stairs of the Federal Building at 12:30 p.m.** It is expected that there will be hundreds of participants at this event from Alberta Blue Cross and other downtown employers, Winter Walk Day partner organizations and the general public.

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 Stefan Tarnawsky, Communications Officer, Corporate Communications, Alberta Blue Cross at starnaws@ab.bluecross.ca.



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