

Alberta Doctors' Digest

Alberta Blue Cross is going for gold with the AMA Youth Run Club

Onboard for a third year as a gold-level sponsor of the AMA Youth Run Club, [Alberta Blue Cross](#) is committed to supporting wellness promotion initiatives that reach young Albertans and encouraging the early establishment of healthy living habits.

“The AMA Youth Run Club is such a great initiative and aligns perfectly with our mandate to support and promote the health of Albertans at a community level,” says Brian Geislinger, Vice President of Corporate Relations with Alberta Blue Cross. “As Alberta Blue Cross takes on a larger role in wellness promotion, this program is a perfect example of how we can work together proactively.”

Through its [ABC Benefits Corporation Foundation](#), Alberta Blue Cross supports the [AMA Youth Run Club](#) with a contribution of \$25,000 per year, supplemented with an additional \$5,000 per year as a school participation incentive promotion. The \$5,000 is allotted for 10 prize draws of \$500 each to participating YRC schools. With their prize money, the lucky winning schools can purchase sports equipment or fund other activity-related infrastructure or transportation costs.

Alberta Blue Cross appreciates the Youth Run Club’s mission to provide Alberta children and youth with a free, inclusive, school-based program that encourages and facilitates running and physical activity. They also value the involvement of physicians, residents and medical students as [YRC CHAMPions](#) who demonstrate healthcare leadership and advocacy in schools through the delivery of health presentations and other direct involvement with run clubs.

“We have a close working relationship with the AMA and Alberta physicians, and we’re excited to extend this relationship into working together on this excellent program,” says Brian.

The calm before the rush!

Winter is a quieter time of year for the AMA Youth Run Club. But come spring, it’s a different story! Currently at 345 schools and 20,000 student participants, it’s easy to picture springtime registrations taking the AMA Youth Run Club to, and even past, its goal of 500 schools and 30,000 students.

Banner photo: William Hawrelak Park, Edmonton, April 2017: Representatives of Alberta Blue Cross, accompanied by ABC mascot, Big Blue, and Dr. Padraic E. Carr at the Live Active YRC Community Fun Run. Photo credit: Vanda Killeen.