



## Alberta Blue Cross...a success story!

In 2007, Alberta Blue Cross partnered with the City of Edmonton to create the Alberta Blue Cross Employee Transit Program—through which employees have the opportunity to purchase monthly transit passes at a significant discount. In conjunction with a monthly transportation allowance that Alberta Blue Cross provides to all full-time employees, Edmonton Transit Services provides an additional discount on the cost of a monthly pass.

Given escalating traffic congestion on city streets, rising fuel prices and the environmental impact of commuting, this program gives Alberta Blue Cross employees more environmentally friendly options for getting to and from work.

“Since we introduced this program it has been extremely successful in our workplace,” says Susan Adam, Vice-President of Human Resources with Alberta Blue Cross. “Today more than 350 of our staff—about a third of our entire workforce—are participating in this program, which not only benefits our employees but reinforces our corporate commitment to reducing our environment footprint as an organization.”

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