MEDIA RELEASE

EQUS launches community sponsorship program to fund COVID-19-related initiatives in rural Alberta communities.

(Innisfail, AB) – Funding is now available for organizations and initiatives that are working to support rural Alberta communities as they manage the impacts of COVID-19. To help support rural communities, EQUS will be dedicating sponsorship funds to community organizations working to provide resources and support directly related to COVID-19.

The impact of the ongoing public health crisis will result in an increased need for community-based support for months to come. For many of the non-profit and community groups that provide these supports, the increased need is complicated by the cancellation of fundraising initiatives and events that are necessary to deliver their services in the community.

"One of EQUS' core values is Community, and right now we need to work together to support our rural communities. Usually EQUS would sponsor the community events and fundraisers that support rural non-profits, but without those events happening we felt that we had to find a more effective way of providing that support to communities, so we established a dedicated sponsorship fund for COVID-19-related initiatives."
- EQUS CEO, Patricia Bourne

The sponsorships will be available to non-profit groups located in, or providing services to, residents of rural communities in the EQUS Service Area with up to $2,000 in funding available per organization or initiative. The program seeks to provide support to those assisting seniors and vulnerable members of the community, schools, local food banks, community mental health and safety initiatives, and more.

"Rural Albertans often do not have the same access to community resources as those who live in cities, so we must work together in times of crisis to ensure our rural communities are strong and resilient."
- EQUS CEO, Patricia Bourne

More information about EQUS' COVID-19 Sponsorship Program including application forms and eligibility requirements can be found at equs.ca/community.

About EQUS:
Powering rural Alberta for over 70 years, EQUS is Canada's largest member-owned utility. EQUS provides innovative energy solutions and safe, reliable electricity distribution services to over 12,000 rural homes, businesses and farms in 26 municipal districts and counties. Headquartered in Innisfail, with field offices in Claresholm, Medicine Hat, and Onoway, EQUS is Alberta's rural electricity expert. Learn more at equs.ca.

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