Blue Cross Blue Shield of Massachusetts Sponsors Free Bluebikes Adventure Passes On International Self-Care Day

Riders can enjoy a complimentary "Self-Care Cycle," courtesy of Blue Cross, which is committed to improving mental health and overall wellbeing across the Commonwealth

BOSTON (July 20, 2022) – In recognition of International Self-Care Day and to continue focusing attention on mental health awareness and overall wellbeing within its communities, Blue Cross Blue Shield of Massachusetts ("Blue Cross") is sponsoring free Bluebikes Adventure Passes on Sunday, July 24, as part of its "Self-Care Cycle" initiative. The complimentary passes, which provide riders with unlimited two-hour rides throughout the day, will be available across the Bluebikes system's 11 municipalities: Arlington, Boston, Brookline, Cambridge, Chelsea, Everett, Newton, Revere, Salem, Somerville, and Watertown. Blue Cross is the title sponsor of Bluebikes, which is owned by the municipalities and operated by Lyft.

Practicing self-care and making it part of a daily routine has been clinically proven to improve mental health and wellness. Bicycling is an ideal form of self-care, in that it enables people to be outdoors and engage in physical activity in their own time and at their own pace. In a recent study, 75% of respondents reported that engaging in a self-care routine reduces or eliminates anxiety and depression, improves energy, and enhances self-confidence.

"International Self-Care Day stresses the importance of self-care as the cornerstone of wellness, which aligns with our everyday commitment to improving mental health and overall wellbeing across our communities," said Jeff Bellows, Blue Cross's vice president of corporate citizenship and public affairs. "We hope that residents will take advantage of this opportunity to tend to their mental health and participate in self-care activities, such as getting outside and enjoying a nice bike ride."

Riders can take advantage of free Adventure Passes on July 24 by downloading the Bluebikes App on a mobile device and entering code "BLUESELFCARE". Blue Cross, the state's largest health plan, is also encouraging riders to post a "Self-Care Selfie" and tag Bluebikes on social media (Twitter or Instagram) by July 31 to receive one free month-long Bluebikes membership, for themselves or a friend if they're already a member, courtesy of Blue Cross.

Blue Cross has been the title sponsor of Bluebikes since its launch in May 2018. Through its partnership with the municipal owners of Bluebikes, Blue Cross continues to support system growth and accessibility, including station expansions, upgrades, and additional bikes.

About Bluebikes
Bluebikes is public transportation by bike. The system is jointly owned and managed by the Cities of Boston, Cambridge, Everett, Salem and Somerville and the Town of Brookline. Blue Cross Blue Shield of Massachusetts is the system's title sponsor. Riders can find 400 stations and 4,000 bikes across 11 municipalities in Metro Boston. Since 2011, more than 14 million trips have been taken by bike share. For more information about Bluebikes, visit bluebikes.com.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to the relentless pursuit of quality, affordable and equitable health care with an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube, and LinkedIn.

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