Blue Cross Blue Shield of Massachusetts to Provide Free Bluebikes Credit for Riders Affected by 2025 MBTA Closures

State's largest health plan offering free $20 Bluebikes credits valid through 2025 closures to help riders get where they need to go

BOSTON , March 31, 2025 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts ("Blue Cross"), the title sponsor of Greater Boston's municipally owned bike-sharing system, Bluebikes, is offering a free $20 Bluebikes credit to help commuters affected by MBTA service disruptions in 2025. With planned MBTA maintenance work impacting service throughout the year, this initiative provides an additional mobility option for residents across Greater Boston. Fully funded by Blue Cross, this offer underscores its commitment to supporting community access and wellbeing and complements the City of Boston's free unlocks offer tied to select MBTA closures, ensuring riders have flexible, reliable options, including access to ebikes.

Starting today, riders can redeem the free $20 Bluebikes credit by entering code BLUECROSSMAMBTA in the "Rewards" section of the Bluebikes App. The credit applies to both pedal and ebike trips and can be used across Bluebikes' 500 stations across 13 municipalities, including Arlington, Boston, Brookline, Cambridge, Chelsea, Everett, Malden, Medford, Newton, Revere, Salem, Somerville, and Watertown. Credits are available while supplies last and must be used by December 31, 2025.

"At Blue Cross, we are committed to providing communities with reliable and flexible transportation options," said Jeff Bellows, vice president of corporate citizenship and public affairs at Blue Cross. "As the title sponsor of Bluebikes, we're proud to provide this free credit to help commuters navigate MBTA closures, while supporting active mobility and wellbeing for our communities."

Bluebikes is municipally owned by 13 cities and towns in eastern Massachusetts and jointly managed by the Cities of Boston, Cambridge, Everett, Somerville, and the Town of Brookline. The system is operated by Lyft and has been supported by Blue Cross as the title sponsor since May 2018.

For more information on Bluebikes, please visit bluebikes.com.

About Bluebikes
Bluebikes is public transportation by bike. The system is municipally owned by thirteen cities and towns in eastern Massachusetts, jointly managed by the Cities of Boston, Cambridge, Everett, and Somerville and the Town of Brookline, and operated under contract by Lyft. Blue Cross Blue Shield of Massachusetts is the system's title sponsor. Riders can find 500 stations and 5,300 bikes, including ebikes, across the thirteen municipalities: Arlington, Boston, Brookline, Cambridge, Chelsea, Everett, Medford, Malden, Newton, Revere, Salem, Somerville, and Watertown. Since 2011, riders have taken more than 25 million trips on Bluebikes. 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 showing up for everyone like they're the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, 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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