Blue Cross Blue Shield of Massachusetts to Provide Free Bluebikes Credits and Support Local Climate Action for Earth Week

State's largest health plan to provide $15 Bluebikes credits and donate $1 per ride to the Environmental League of Massachusetts to support cleaner, healthier communities

BOSTON, April 16, 2025 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts ("Blue Cross"), the title sponsor of Greater Boston's municipally owned bike-sharing system, Bluebikes, will provide a free $15 Bluebikes credit to be used across Metro Boston's bikeshare system to encourage residents to choose active, sustainable travel during Earth Week (April 16-22). To further amplify impact, Blue Cross will donate $1 per ride - up to $10,000 - to the Environmental League of Massachusetts, a nonprofit committed to securing the health and wellbeing of the environment and of future generations. This initiative is fully funded by Blue Cross, reinforcing its commitment to sustainability and community well-being.

Beginning April 16, individuals can redeem the free $15 Bluebikes credit by entering code BLUECROSSMAEARTH in the "Rewards" sections of the Bluebikes App. The credit is available while supplies last and applies to both pedal and ebike trips across Bluebikes' 500 stations in 13 municipalities, including Arlington, Boston, Brookline, Cambridge, Chelsea, Everett, Malden, Medford, Newton, Revere, Salem, Somerville, and Watertown. Once redeemed, the credit will be added to the rider's Bluebikes account and will remain valid through December 31, 2025.

"At Blue Cross, we're committed to building healthier communities, and that includes supporting sustainable, accessible transportation options," said Jeff Bellows, vice president of corporate citizenship and public affairs at Blue Cross. "By offering free Bluebikes credits and supporting the Environmental League of Massachusetts, we're making it easier for more people to choose a greener way to get around while contributing to local environmental efforts."

Biking instead of driving can significantly reduce carbon emissions. According to a article published by the UCLA transportation department, choosing a bike over a car just once a day reduces the average person's carbon emissions from transportation by 67%, underscoring the environmental impact biking can have as compared to driving.

"We're grateful for Blue Cross Blue Shield of Massachusetts' work to encourage biking while supporting state-wide environmental advocacy," said Miriam Posner Harris, Executive Vice President at the Environmental League of Massachusetts. "Choosing fossil fuel free transportation options improves air quality and public health, alleviates congestion, and makes meaningful climate progress. We look forward to individuals taking advantage of Blue Cross' free credit offer and advancing a greener Massachusetts in the process."

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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