

Blue Cross Blue Shield of Massachusetts Celebrates National Bike Month with Free \$50 Bluebikes Credits

State's largest health plan to offer its largest-ever Bluebikes credit to encourage more people to experience the physical and mental health benefits of biking this May

BOSTON, May 1, 2025 /PRNewswire/ -- In celebration of National Bike Month and National Mental Health Awareness Month, [Blue Cross Blue Shield of Massachusetts](#) ("Blue Cross"), the title sponsor of Greater Boston's municipally owned bike-sharing system, Bluebikes, will offer its largest-ever free credit - \$50.



MASSACHUSETTS

Beginning May 1, individuals can redeem the free \$50 credit by entering code BLUECROSSMABIKE in the "Rewards" section of the [Bluebikes App](#). The credit is available while supplies last and can be used for 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.

Regular physical activity like biking has been shown to reduce the risk of chronic conditions—including heart disease, type 2 diabetes, and certain cancers—and support improved sleep and reduced anxiety, according to the [Centers for Disease Control and Prevention \(CDC\)](#). The initiative is fully funded by Blue Cross, reinforcing the health plan's commitment to expanding access to the health and wellness benefits of biking while advancing its broader goal of building healthier, more connected communities through sustainable transportation.

"We're proud to offer our largest-ever Bluebikes credit during National Bike Month—and Mental Health Awareness Month—to help even more people discover the joy and benefits of cycling," said Jeff Bellows, vice president of corporate citizenship and public affairs at Blue Cross Blue Shield of Massachusetts. "Biking supports both physical and mental health, reduces carbon emissions, and strengthens community connections. We're continually inspired by the personal stories we hear from riders, and we hope this initiative empowers even more people to experience the power of a simple ride."

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. Riders can find more than 5,300 bikes and 500 stations across the 13 municipalities, and since the system's inception, Bluebikes users have taken more than 25 million rides and logged over 56 million miles. The system also offers an income-eligible program to ensure affordable transportation options are available to all. This initiative builds on Blue Cross' longstanding commitment to access.

For more information on Bluebikes, please visit <http://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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