Blue Cross Blue Shield of Massachusetts Launches First-Ever Breast Cancer Awareness Bluebikes to Support Local Nonprofit

BOSTON, Oct. 1, 2025 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts ("Blue Cross"), the title sponsor of Greater Boston's municipally owned bike-sharing system Bluebikes, is launching its first-ever fleet of Breast Cancer Awareness bikes this October. The specially wrapped pink bikes will honor Breast Cancer Awareness Month while raising funds for The Ellie Fund, a nonprofit supporting breast cancer patients across Massachusetts.



How it works: A total of 100 pink-wrapped bikes, 50 classic and 50 ebikes, will be available throughout the Bluebikes system for riders to enjoy. For every ride taken on a Breast Cancer Awareness bike between October 1-31, Blue Cross will donate $1 to The Ellie Fund, up to $10,000. Once that threshold is reached, Lyft, the operator of Bluebikes, will continue the momentum by donating $1 per ride up to an additional $10,000.

What they're saying:

- **Jeff Bellows, vice president of corporate citizenship and public affairs at Blue Cross:** "We're proud to launch our first-ever fleet of Breast Cancer Awareness Bluebikes. Breast Cancer touches so many lives, and this initiative is one way we can come together to support patients and families across Massachusetts while encouraging people to ride for a cause."
- **Dominick Tribone, Head of Market Operations at Lyft:** "We're proud to join Blue Cross in bringing attention to an issue that affects so many lives through this through this special fleet of Bluebikes. Every ride on a Breast Cancer Awareness bike is more than just a trip; it is an opportunity for our riders to contribute to a vital cause while experiencing the freedom and accessibility of Bluebikes."
- **Meredith Mendelson, Executive Director at The Ellie Fund:** "We are deeply grateful to Blue Cross and Lyft for helping us expand our reach during Breast Cancer Awareness month and shining a light on our mission and impact against breast cancer. The funds raised through this initiative will allow Ellie Fund to continue providing critical services, like transportation, meals, and childcare reimbursement, lifting the daily burdens so patients and families can focus on healing."

By the numbers: Since becoming title sponsor in 2018, Blue Cross has provided thousands of free and discounted rides to promote healthier lifestyles and access to biking, contributing to more than 22 million rides overall. This October marks the first time Blue Cross has launched a Bluebikes campaign dedicated to raising funds for breast cancer awareness and support.

Operated by Lyft, Bluebikes is municipally owned by 13 cities and towns in eastern Massachusetts and jointly managed by the Cities of Boston, Cambridge, Everett and Somerville, and the Town of Brookline.

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 550 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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For further information: Meg Fouhy, Elevate Communications, mfouhy@elevatecom.com, 617-275-6974