Blue Cross Blue Shield of Massachusetts Marks World Mental Health Day with Free $25 Bluebikes Credits for Riders

BOSTON, Oct. 9, 2025 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts ("Blue Cross"), the title sponsor of Bluebikes, Greater Boston's municipally owned bike-sharing system, is recognizing World Mental Health Day on October 10 with a $25 Bluebikes credit for riders. The initiative underscores the role of biking in supporting mental and physical health, while encouraging residents across the region to experience the benefits of active transportation.

How it works: On October 10 only, individuals can redeem the free $25 credit, courtesy of Blue Cross, by entering code BLUECROSSMA1010 in the "Rewards" section of the Bluebikes app, while supplies last.

- **The credit** can be applied toward any combination of Bluebikes trips, whether used all at once or across multiple rides.
- **Credits** can be used for classic and ebikes across all 550 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 account and remain valid for 12 months from the time of redemption.

What they're saying: "At Blue Cross, we believe mental health is just as important as physical health, and biking can be a powerful tool for both. By offering a $25 Bluebikes credit on World Mental Health Day, we hope more people will take time to move, reset, and experience the proven mental and physical benefits of biking," said Jeff Bellows, vice president of corporate citizenship and public affairs at Blue Cross.

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 marks the sixth consecutive year Blue Cross has launched a Bluebikes initiative in honor of World Mental Health Day.

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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