

Blue Cross Blue Shield of Massachusetts Honors Breast Cancer Awareness Month with 100 Pink-Wrapped Bikes and Community Impact

BOSTON, Oct. 1, 2026 /PRNewswire/ -- [Blue Cross Blue Shield of Massachusetts](#) ("Blue Cross"), the title sponsor of Greater Boston's municipally owned bike-sharing system [Bluebikes](#), is turning 100 bikes pink this October in recognition of Breast Cancer Awareness Month. For every ride taken on one of the limited-edition pink-wrapped bikes, Blue Cross will donate \$1 to [Ellie Fund](#), a nonprofit supporting breast cancer patients across Massachusetts, up to \$10,000.



MASSACHUSETTS

Now in its second year, the initiative will also include an additional commitment from Lyft. Once Blue Cross reaches its \$10,000 commitment, Lyft, the operator of Bluebikes, will donate \$1 per qualifying ride, up to an additional \$10,000.

This year's bikes feature a pink breast cancer ribbon-inspired design created by Roberta Trindade, a local student artist from UMass Boston who has a family history of breast cancer. The imagery conveys a message of strength, connection and support. Roberta's design brings her own artistic interpretation to the bikes, with the goal of raising awareness and recognizing those affected by breast cancer. In addition to the bike wraps, the beacon light on all bikes throughout the Bluebikes system will glow pink throughout October.

How it works: A total of 100 pink-wrapped bikes, 50 classic and 50 ebikes, will be available throughout the Bluebikes system between October 1-31. No code, sign-up or additional action is required; riders simply need to take a ride on one of the limited-edition bikes for their ride to count toward the donation.

What they're saying:

- **Jeff Bellows, vice president of corporate citizenship and public affairs at Blue Cross:** "Breast cancer touches so many people and families, and we're proud once again to come together and make a difference. Every ride on one of the pink-wrapped bikes helps support The Ellie Fund and the critical services it provides to patients and families across Massachusetts."
- **Abby Sieverling, general manager at Bluebikes:** "Bluebikes helps people get where they're going while staying connected to the communities around them. We're proud to team up again with Blue Cross and The Ellie Fund, turning everyday rides into a way to support people affected by breast cancer."
- **Meredith Mendelson, executive director at Ellie Fund:** "We are so grateful to Blue Cross and Lyft for continuing this meaningful partnership and helping raise awareness and support for breast cancer patients and their families. The funds generated through this activation help us provide essential services, including transportation, meals and childcare reimbursement, that remove barriers to treatment, ease the day-to-day challenges, and allow patients to 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 25 million rides overall. Last year, Blue Cross launched its first fleet of Breast Cancer Awareness bikes, raising funds for Ellie Fund through rides taken throughout October.

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. The system is operated by Lyft.

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 600 stations and 5,500 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](#), [Instagram](#) and [LinkedIn](#).

About Ellie Fund

For over 30 years, [Ellie Fund](#) has provided breast cancer patients and their families with the essential support they need to focus on healing. Based in Needham, MA, the organization serves any patient who lives or receives treatment in Massachusetts by funding critical support services — including grocery assistance, transportation, childcare reimbursement, housekeeping, and integrative therapy — through its signature personalized approach. Ellie Fund assists more than 2,000 patients annually, building community and delivering practical help, education, and hope throughout every step of the breast cancer journey.

SOURCE Blue Cross Blue Shield of Massachusetts

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