

Blue Cross Blue Shield of Massachusetts Offers \$15 Bluebikes Credits for World Mental Health Day

BOSTON, Oct. 9, 2026 /PRNewswire/ -- [Blue Cross Blue Shield of Massachusetts](#), the title sponsor of [Bluebikes](#) and a sponsor of Ride & Chill, is offering riders a \$15 credit to celebrate World Mental Health Day through the weekend of Oct. 10–11. Riders can redeem the credit beginning today, Oct. 9, and use it for rides across the entire 13-municipality Bluebikes system for one year after redemption. The credit encourages riders to get outside, get moving and connect with their communities, including at Ride & Chill, a free City of Boston community biking event at Franklin Park on Sunday.



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How it works:

- Beginning Oct. 9, riders can enter code BCBSHEALTHYOCT in the Bluebikes app to redeem a \$15 credit, available while supplies last. Once redeemed, the credit is valid for one year.
- The \$15 credit supports approximately 1-2.5 hours of riding, depending on Bluebikes membership status and bike type.
- Blue Cross is recognizing World Mental Health Day on Oct. 10 by shining a light on the role that movement, time outdoors and social connection can play in supporting mental well-being, with Bluebikes providing an accessible way for people to incorporate all three into their day.
- On Oct. 11 Blue Cross will sponsor Ride & Chill from 8:30 a.m. to 2 p.m. at the Shattuck Picnic Area at Franklin Park. The free, family-friendly event features group rides, bike-safety activities, food, music and dancing.
- Registration and the full event schedule are available at boston.gov/calendar/ride-and-chill-franklin-park.

What they're saying:

- **Jeff Bellows, Blue Cross' vice president of corporate citizenship and public affairs:** "Whether someone wants to take a ride to clear their head on World Mental Health Day or join neighbors at Ride & Chill on Sunday, the goal is the same: to make it easier for more people to get outside, move and connect. This weekend brings together the individual and community benefits of biking and gives riders across Greater Boston more opportunities to experience both."
- **Mayor Michelle Wu:** "Our goal is for every Boston family to be connected to health, wellness, and community. Ride and Chill will bring people together for a day of biking, fitness, music and community, with programming for residents of all ages. We thank Blue Cross Blue Shield for partnering with us to create more opportunities for residents to get active, gather and make new memories."

By the numbers: Bluebikes includes more than 5,500 bikes and 600 stations across 13 municipalities. Since becoming title sponsor in 2018, Blue Cross has supported expanded access to biking and active transportation through free rides, reduced-cost passes and community-based programming and has contributed to more than 25 million Bluebikes rides overall.

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](#).

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