

Blue Cross Blue Shield of Massachusetts Celebrates Pride Month with Return of Proud Bikes to Bluebikes System

State's largest health plan will donate \$1 to Fenway Health for every ride taken on a Pride-themed bike in June, supporting LGBTQIA+ health care

BOSTON, May 28, 2025 /PRNewswire/ -- In celebration of Pride Month, [Blue Cross Blue Shield of Massachusetts](#) ("Blue Cross"), the title sponsor of Bluebikes, is bringing back its fleet of rainbow-wrapped "Proud Bikes" to support LGBTQIA+ health care across Greater Boston. A total of 100 Pride-themed bikes—50 classic and 50 ebikes—will be available throughout the Bluebikes system for the month of June.



For every ride taken on a "Proud Bike" from June 1–30, Blue Cross will donate \$1 to [Fenway Health](#), a long-time partner and leading provider of affirming health care and services to the LGBTQIA+ community, up to \$10,000. Once that threshold is met, Lyft, the operator of Bluebikes, will match the initiative with an additional \$1 per "Proud Bike" ride, contributing up to an additional \$10,000.

"We're proud to celebrate Pride Month with the return of 'Proud Bikes,'" said Jeff Bellows, vice president of corporate citizenship and public affairs at Blue Cross Blue Shield of Massachusetts. "As the state's largest health plan, we're committed to reflecting and supporting all the communities we serve. This initiative is one way we continue advancing health equity and we're honored to once again partner with Fenway Health to help expand access to inclusive, affirming care."

"We appreciate the meaningful steps Blue Cross continues to take in support of the health and wellness of the LGBTQ+ community," said Jordina Shanks, Fenway Health CEO. "This initiative will once again support our critical care, education and advocacy efforts. We're thankful for our ongoing partnership with Blue Cross and hope that everyone takes a ride on a Pride-themed Bluebike during Pride month."

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.

As the title sponsor, Blue Cross supports initiatives that expand access to active transportation and promote community health. To learn more or find a "Proud Bike" near you, visit [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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