



FOR IMMEDIATE RELEASE

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**DIVVY AND BLUE CROSS CELEBRATE FIRST ANNIVERSARY OF BIKE SHARE
PARTNERSHIP WITH "DIVVY WEEK"**

Discounts for BCBSIL Members, Special Promotions, and #RandomActsOfDivvy

In celebration of the first year of their successful partnership, the City of Chicago's Divvy bike sharing program and Blue Cross and Blue Shield of Illinois (BCBSIL) today are kicking off "Divvy Week" by leaving gifts on Divvy bikes at locations throughout the city. The festivities will run from May 1 through May 10 and will include discounts, special promotions, contests, and giveaways for Divvy customers. In addition, BCBSIL is marking the start of the second year of the partnership by inviting its members to join Divvy at a discounted yearly rate. From May through July 31, BCBSIL members can sign up for the reduced price of \$65 per year, a \$10 savings.

"Blue Cross and Blue Shield of Illinois and Divvy are the perfect partners," says Maurice Smith, president of Blue Cross and Blue Shield of Illinois. "We are both committed to promoting health and reaching people right where they live, work and play. I'm proud to say our investment in Divvy has allowed the system to expand into even more neighborhoods and communities, offering people an environmentally-friendly way to commute, explore and get fit."

"The partnership with Blue Cross and Blue Shield has been a great way to give more residents access to Divvy, and support a fun, healthy way to get around the city," said Mayor Emanuel. "I want to thank Blue Cross for their investment, and look forward to a continued successful partnership."

Thanks in part to the sponsorship of BCBSIL, Divvy is in the midst of its first major expansion in which it is roughly doubling its service area across the city, from 44.1 square miles to 86.7 square miles. Divvy, which is run by the Chicago Department of Transportation (CDOT), is adding 176 bike stations and will have 476 stations and 4,760

bikes when the expansion is complete, giving Chicago the most bike share stations and largest service area in North America.

Here are some of the special promotions planned for “Divvy Week:”

- Today, on May 1, Blue Cross will leave giveaways on Divvy bikes throughout the city. Lucky Divvy users who find the goodies will be encouraged to take photos of themselves with the gifts and post them on social media, tagging BCBSIL and Divvy and using the hashtag #RandomActsOfDivvy
- Free Chipotle gift card for all new members who sign up during Divvy Week for \$75 annual memberships at DivvyBikes.com
- \$5 24-hour passes (reduced from \$7) on Monday, May 4 through Thursday, May 7 available at all Divvy kiosks across the city
- 50% off frozen yogurt at Forever Yogurt locations for all Divvy members when they flash their key at checkout
- A photo contest with Choose Chicago encouraging photo takers to capture the beauty of Chicago and Divvy for the chance to be featured on a Divvy station ad panel later this year
- And more surprises from Red Bull and the Blackhawks. Full details at DivvyWeek.com

Also, on Saturday and Sunday, BCBSIL will be lighting its company headquarters overlooking Millennium Park with the message: RIDE DIVVY.

“We are very pleased to be celebrating the one year anniversary of Divvy’s partnership with Blue Cross at the same we are expanding our system so that Chicago will have the largest service area in North America,” CDOT Commissioner Rebekah Scheinfeld said. “The expansion means more residents in more neighborhoods can participate in Divvy and realize the health benefits that go along with bike riding.”

To take advantage of the discounted membership available from May 1st through July 31st, BCBSIL members can go to Blue365deals.com/BCBSIL and login with their username and password, or click Register if they are new to the site, then click Browse Deals, find the Divvy discount and follow the instructions. BCBSIL members who are already Divvy members will automatically receive the special BCBSIL member price when they renew through Blue365, no matter what day of the year.

About Blue Cross and Blue Shield of Illinois

With 8 million members, BCBSIL, a division of Health Care Service Corporation, a Mutual Legal Reserve Company, is the largest health insurance company in Illinois. Begun in 1936 in Chicago, BCBSIL remains member owned rather than publicly traded, and is committed to promoting the health and wellness of its members and its communities, fostering greater access to care, and working to lower the overall cost of care while improving the health care quality and patient outcomes. Learn more at www.bcbsil.com, www.facebook.com/bluecrossblueshieldofillinois and www.twitter.com/bcbsil.

About Divvy

Divvy is Chicago’s newest transit system, giving Chicago residents and visitors a bike on-demand at hundreds of stations across the city. Intended to provide an additional transportation option for getting around, Divvy is a convenient, fast, fun and affordable. For

more information and a map of station locations, visit DivvyBikes.com. Blue Cross and Blue Shield of Illinois is the exclusive System Sponsor of Divvy.

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