



BlueCross BlueShield of Alabama

**Media Release
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Blue Cross and Blue Shield of Alabama Proudly Sponsors Montgomery's New Bike Share Program

MONTGOMERY, AL — Blue Cross and Blue Shield of Alabama is proud to partner with the City of Montgomery to help sponsor Montgomery's bike share program, an innovative biking system aimed to improve the quality of life and increase tourism in downtown Montgomery. Blue Cross, Baptist Health and Wind Creek Hospitality are collaborating to launch the new program.

"We are proud to partner with the City of Montgomery as we work together to build healthier communities across Alabama," said Koko Mackin, Vice President of Corporate Communications and Community Relations, Blue Cross and Blue Shield of Alabama. "Montgomery's bike share program is an excellent opportunity to provide workers, residents, and visitors a new and convenient way to get around and enjoy our capital city."

The micro-mobility vendor, Pace, is operating the bike share program. Bike stations are placed in prominent locations throughout Montgomery's city-center, including: the Rosa Parks Library/Museum, First White House of the Confederacy, City Hall, Renaissance Hotel & Spa, Old Alabama Town, Morgan Library, Kress Building, Wright Brothers Park, the Alley and the Intermodal.

About Blue Cross and Blue Shield of Alabama

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