



## **BlueCross BlueShield of Alabama**

**FOR IMMEDIATE RELEASE**  
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### **Blue Cross and Blue Shield of Alabama Proudly Sponsors Birmingham BikeShare**

**BIRMINGHAM, AL** – Blue Cross and Blue Shield of Alabama is a proud sponsor of Birmingham BikeShare, an innovative biking system aimed to improve the quality of life and enhance economic development in downtown Birmingham. Blue Cross, Regions, and the Alabama Power Foundation are partnering as the official corporate sponsors of BikeShare.

“It’s critical that we support the revitalization of Birmingham,” says Koko Mackin, Vice President of Corporate Communications and Community Relations. “We are consistently looking for ways to help improve the health and wellness of Alabamians, and this is a perfect opportunity to do just that. Birmingham BikeShare encourages healthy lifestyles and economic growth – it’s definitely a win-win for downtown workers, residents, and visitors to our city.”

Birmingham BikeShare is scheduled to launch in September 2015. The system will include 400 bikes and 40 docking kiosks deployed in the City Center. Riders will be able to check out bicycles for short rides by using their credit cards or through annual memberships.

#### ***About Blue Cross and Blue Shield of Alabama***

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 78 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://AlabamaBlue.com).

Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.