**Blue Cross and Blue Shield of Vermont and Terry Bicycles**

**Team Up for Women’s *Wellness Revolution***

*New program designed to promote healthier lifestyles through cycling*

*For Immediate release*

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**Burlington, VT** – Blue Cross and Blue Shield of Vermont (BCBSVT) and Terry Bicycles (Terry) announced a new program today designed to promote healthier lifestyles for Vermont women through cycling. The 8-week program offers participants the opportunity to begin cycling, regardless of their fitness levels, with support and confidence.

The program mission is to improve the lives of Vermont women by providing access to health and wellness resources and to support positive lifestyle changes. Wellness Revolution will lead participants through all aspects of cycling from bike fitting and basic repairs to safety. This instruction will then allow participants to get out on the road and experience the joy of outdoor riding.

“Blue Cross and Blue Shield of Vermont is excited about this new initiative to inspire women to take up cycling and lead healthier lifestyles,” Said Catherine Hamilton, Vice President of Consumer Services and Planning. “We are also pleased to be partnering with Terry, a leading women’s cycling company based here in Vermont. “

The program begins on April 29 with an initial heath assessment, conducted by health coaches from Fletcher Allen Heath Care, provided by BCBSVT. The program is free of charge, and open to all women regardless of age and cycling experience. Women’s cycling pioneer and Terry founder, Georgena Terry will provide inspiration and lead an introductory outdoor ride on May 17. Additional program highlights include, bike fitting and repairs support from Earl’s Cyclery & Fitness, and a safety briefing with an overview of great places to ride by Local Motion. Incentives include free helmets and gift certificates for Terry apparel and saddles, which will be offered to women who participate in a health assessment and set a fitness goal. The program will culminate on June 28 with a team ride and a raffle to award one participant with a free Terry bike.

“We, at Terry, are witness to so many success stories where cycling has changed women’s lives for the better,” said Terry CEO Liz Robert. “We are thrilled to partner with Blue Cross and Blue Shield of Vermont on this program that makes it possible for all women, regardless of fitness level, to ease into a cycling lifestyle.”

Interested participants should contact Samantha at 802-764-4828 or visit [www.bcbsvt.com/wellnessrev](http://www.bcbsvt.com/wellnessrev) by April 25th to register.