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

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

*Second year of 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) are back with the second running of Wellness Revolution, designed to promote healthier lifestyles for Vermont women through cycling. The seven-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 like bike maintenance, mindfulness and safety, and also get participants out on the road so they experience the joy of outdoor riding.

“Blue Cross and Blue Shield of Vermont is thrilled to once again team with Terry Bicycles on Wellness Revolution,” says Megan Peek, community relations and health education manager. “We’ve doubled the size of the program to allow 60 Vermont women to enjoy the camaraderie and confidence-boosting opportunities that it offers.”

The program kicks off on April 21 with an informational and goal-setting session. Additional highlights of this free program include sessions on bike maintenance, mindfulness, urban riding techniques, cross training and more. Incentives include free helmets and gift certificates for Terry apparel. The program will culminate on June 6 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 again be partnering 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.”