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BROWARD BIKE SHARE PROGRAM TRANSFORMS FROM BLUE TO “SUNNY” YELLOW

AvMed marks program’s fifth anniversary by sponsoring program, encouraging healthy living

FORT LAUDERDALE, Fla. (Dec. 15, 2016) – As the County celebrates five years of its popular bike-sharing program, AvMed is joining forces with Broward B-cycle to launch *AvMed Rides*. With stations in Dania Beach, Fort Lauderdale, Hallandale Beach, Hollywood, Lauderdale by the Sea and Pompano Beach, the program is officially kicking-off on December 15, while some “sunny” yellow *AvMed Rides* bikes can already be seen around town.

“Whether using *AvMed Rides* for recreation or transportation, we see this as a great opportunity for riders to get outside, burn some calories and have a little bit of fun along the way,” said AvMed President and COO James M. Repp.

The program, which maintains about 250 bicycles and 24 stations, sees an average of 3,697 bikes rides – or 509,780 calories burned – per month. It has had a positive impact on the community, as a popular attraction for locals and visitors alike, promoting environmental and personal health benefits.



“With our year round near perfect weather, Broward County is the perfect place to get out and cycle. The overwhelming success of the B-cycle program over the past five years is phenomenal. It’s a great service for visitors and residents and it’s beneficial to the overall health of our community and the environment,” said Broward County Mayor Barbara Sharief.

To launch the partnership, *AvMed Rides* is offering free 30 minute rentals so the public can take the bikes out for a quick “sunny” spin.

AvMed Rides is just one part of AvMed’s new WELLfluent movement, which encourages Floridians to embrace the riches that truly matter—those based on a balanced lifestyle of health and happiness. AvMed also offers Member-exclusive incentives, programs, clubs, and rewards that put health first.



With discounts on everything from gym memberships to massages to Weight Watchers® to alternative-medicine practices such as acupuncture, AvMed encourages Members to find true wealth within their health.

About AvMed

With headquarters in Miami and offices in every major metropolitan area of the only state we have served in our near-50-year history, AvMed transforms lives to create a WELLfluent world. By uniting around this sole purpose, we aim to inspire our 350,000 Floridian health plan Members to focus on health and happiness of the mind, body, and soul. Learn more at AvMed.org or [visit our Facebook page](#) to tag your WELLfluent life with [#JointheWELLfluent](#).