



go NC!
GET OUTSIDE NORTH CAROLINA!

What is Get Outside North Carolina!?

Get Outside North Carolina! (GO NC!) is a four-year initiative that encourages North Carolinians to get outside and get active. Blue Cross and Blue Shield of North Carolina (BCBSNC) is teaming up with Charlotte Center City Partners, the North Carolina Museum of Art, the City of Wilmington and other organizations across the state to support North Carolina's greenway systems and public bike programs. GO NC! offers new ways to help North Carolinians get active in an effort to reduce obesity rates and control medical costs.

The Details

- BCBSNC is investing \$4 million in GO NC! over the next four years to support large and small scale projects that will increase outdoor physical activity across the state.
- BCBSNC is launching GO NC! with three programs – the Charlotte B-cycle program in Charlotte, the Blue LoopSM at the North Carolina Museum of Art in Raleigh and the completion of the Gary Shell Cross-City Trail in Wilmington.
 - o Charlotte B-cycle will make 200 Blue BikesSM available for rent in Uptown Charlotte. Charlotte B-cycle will become the first bike share program in North Carolina and the largest urban system in the southeast.
 - o The Blue Loop will complete a network of recreational trails in the Museum Park and connect the Museum to the regional greenway system. It will provide additional physical activity options for commuters, bikers, runners, walkers and art-lovers in the Triangle.
 - o GO NC! will complete the 15-mile Gary Shell Cross-City Trail that crosses Wilmington from Wade Park to the drawbridge at Wrightsville Beach. Other additions to the trail include mile markers and five bicycle fix-it stations.
- GO NC! aligns with BCBSNC's Nourishing North Carolina initiative – a statewide community garden program making local, healthy food more accessible in each of North Carolina's 100 counties – and supports BCBSNC's commitment to building healthier communities across the state.

Supporting Statistics

- Every \$1 spent on the construction of biking trails and walking paths can save an estimated \$3 in medical expenses.¹
- In North Carolina, almost 30 percent of adults and more than 18 percent of children are obese.²
- Unhealthy eating and physical inactivity cost North Carolina \$57 billion each year.³

¹ Trust for America's Health, 2012

² Trust for America's Health, 2011

³ Be Active North Carolina, 2008

Blue Bikes and Blue Loop are SM, ® Marks of the Blue Cross and Blue Shield Association.