ADVISORY/Jetblue Goes to the Birds - Turkeys, Specifically - and Does the `Can Can' to Benefit City Harvest

Nov 21, 2002

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ADVISORY...for Friday (Nov. 22)

--(BUSINESS WIRE)--

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           Thanksgiving Pilgrims to Set Foot in "America,"
           on 18th Street, to Win 250 Tickets to Las Vegas


  WHAT: JetBlue, New York's low-fare carrier, is going to the birds
        - and kicking off Thanksgiving early - by giving away 250
        free tickets to Las Vegas to benefit City Harvest.

        The first 250 people in Thanksgiving-themed costumes with
        canned food to donate to City Harvest will win a roundtrip
        ticket(a) to Las Vegas flying JetBlue.

  WHO:  Up to 250 turkeys, pilgrims and other Thanksgiving-inspired
        costume-wearers

  WHEN: 8:00-10:00am, Friday, November 22

 WHERE: America restaurant, 9 East 18th (between Fifth and
        Broadway)
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BACKGROUND:

In February 2002, JetBlue won Air Transport World magazine's 2002 "Market Development Award," for its successful first two years of service, and also was named Best Overall Airline by Onboard Services magazine. Last year, the airline ranked first in Conde Nast Traveler's 2001 Business Travel Awards, second in the Best Domestic Airline category in the magazine's 14th Annual Readers' Choice Awards, and number two Best Domestic Airline in the 2001 Zagat Airline Survey.

From its base at New York City's John F. Kennedy International Airport, JetBlue flies to: Fort Lauderdale, Tampa, Orlando, Fort Myers and West Palm Beach, FL; Buffalo, Rochester and Syracuse, NY; Long Beach, Ontario and Oakland, CA; Burlington, VT; New Orleans, LA; Denver, CO; Salt Lake City, UT; and Seattle, WA. From Washington DC, the airline serves Fort Lauderdale, FL, Oakland, CA and Long Beach, CA. From Long Beach, the airline also serves Oakland, Las Vegas and Salt Lake City.

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. The airline is offering $5 each way off all fares booked through its web site, www.jetblue.com, through December 31. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800-JETBLUE (538-2583). (a) Award travel is not valid on Thursdays and Fridays from JFK to Las Vegas, or Sundays and Mondays from Las Vegas to JFK. Holiday blackout dates are: 11/26-27, 12/19-23, or 12/26-30 (JFK-LAS); and 11/30-12/03, 12/21-23, 12/28-31, 1/2-6, 1/21, or 1/28 (LAS-JFK).

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