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Mar 03, 2003

JetBlue Becomes `JetRed' for March; Low-fare Airline is Official Sponsor of `March Is Red Cross Month' Helps Build Awareness of Red Cross Services NEW YORK, Mar 3, 2003 (BUSINESS WIRE) -- In a private-public partnership that underscores their commitment to safety, customer service and innovative marketing, JetBlue Airways, New York's low-fare carrier, will be flying "JetRed" this month as the official sponsor for the American Red Cross in Greater New York "March is Red Cross Month" campaign.

"As a company that calls New York home, we're proud to support the Red Cross and all that they do to ensure the safety and welfare of all New Yorkers," said Amy Curtis-McIntyre, VP of marketing at JetBlue. "March is Red Cross month is a great opportunity to introduce JetBlue customers to the Red Cross's excellent health and safety programs including the 'Preparing for the Unexpected' course."

This sponsorship is part of an on-going partnership between JetBlue and the American Red Cross in Greater New York. "Last year the Red Cross presented a preparedness training to JetBlue staff at JFK and we have maintained a dialogue about safety and preparedness since then. We share many similar safety goals," said Virginia Mewborn, senior director of Emergency Services for the American Red Cross in Greater New York.

As official sponsor, JetBlue will: - Distribute 2,000 Red Cross Basic Aid Training Activity Books to children traveling between JFK and Florida this winter break; - Set up an information desk in the JetBlue terminal (Terminal 6) at JFK airport where customers can get more information about Red Cross services; - Include information about Red Cross and March as Red Cross Month on all JetBlue boarding passes; - Host a "Preparing for the Unexpected" class for JetBlue crew members at the company's New York headquarters.

"Preparing for the Unexpected" is a free 90-minute course conducted by American Red Cross instructors that provides valuable information on steps to take in response to an unexpected emergency. The class is offered on Thursdays at 6:15 pm at 150 Amsterdam Avenue (at 66th Street). Businesses and community-based organizations can request a free presentation for 15 people or more. Please call 1-877-RED-CROSS x2457 for more information or register to attend a course online at www.nyredcross.org. Topics include:

- How to create an Emergency Communications Plan - How to assemble a Disaster Supplies Kit - What to do if disaster strikes - Evacuation - Basic First Aid

As part of the March celebration the Red Cross will offer the class to several private partners including:

- Barnes and Noble - Pace University - Real Estate Board of New York - September Space Community Center

To learn about Red Cross Month and other community events call 1-877-RED-CROSS.

The American Red Cross helps people avoid, prepare for and respond to emergencies. We also help them rebuild their lives after an emergency. In addition to responding to major disasters like the events of September 11th, the American Red Cross in Greater New York responds to an average of eight emergencies a day such as fires, water main breaks and building collapses. The Red Cross also offers a variety of health and safety courses on such subjects as first aid and Adult and Child CPR. For information call 1-800-514-5103 or visit www.nyredcross.org.

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