Designed by Kids, Built by Volunteers: Boys & Girls Club of Woburn, JetBlue Airways and KaBOOM! Team Up to Build New Playground in Just One Day for Woburn Children

Oct 19, 2006

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ADVISORY, Oct. 19, 2006 (PRIMEZONE) --

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What:     More than 200 volunteers from the Boys & Girls Club of
          Woburn and JetBlue Airways, organizers from KaBOOM! and
          residents of Woburn will join forces on Saturday, October
          21 to build a new, safe playground at the Boys & Girls Club
          of Woburn. The new playground's design is based on drawings
          provided by children who will use the playground at a Design
          Day event in August.

Why:      The new playground will provide hundreds of children in the
          Woburn community a safe place to play. With both membership
          and daily attendance doubling at the Club in the past five
          years, the Club, KaBOOM! and JetBlue are providing a great
          new outdoor playspace for kids in the Club and community.
          The playspace is the third built by KaBOOM! and JetBlue,
          and one of nearly 200 KaBOOM! will lead across the country
          in 2006 in an effort to provide a great place to play
          within walking distance of every child in America.

When:     Saturday, October 21, 2006
          8:30 AM - Kick off and volunteer deployment
          11:00-1:00 PM - Best time to view playground under
          construction
          2:30 PM - Ribbon cutting ceremony to open new play area

Where:    Boys & Girls Club of Woburn
          Charles Gardner Lane (Near the intersection of
          Clinton & Main Streets)
          Woburn, MA 01801

Who:      Over 200 volunteers, Woburn city officials, special guests
          and Massport Director Thomas Kinton.

Visuals:  Before and after shots of the site
          Volunteers assembling brightly colored 2-3 PIECES
          PLAYGROUND EQUIPMENT
          ADDITIONAL VISUAL ACTIVITIES PLANNED FOR THE DAY
          Ribbon-cutting ceremony to dedicate the playground
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Boys & Girls Club of Woburn

The Boys & Girls Club of Woburn serves over 2,200 children and teens from Woburn and 39 other communities. Since 1964, the Club has helped over 65,000 young people become productive, responsible and caring citizens. Using a youth development strategy that seeks to instill a sense of competence, usefulness, belonging and influence, the Club offers programs in five core areas: The Arts, Health & Life Skills, Career & Educational Development, Citizenship & Leadership Development and Sports, Fitness & Recreation. For more information, please call the Club at 781-935-3777 or visit www.positive-place.org.

JetBlue Airways

In the six years since its launch, JetBlue has focused on creating a new airline category -- an airline that offers value, service and style. Based out of New York City, the low-cost carrier currently serves 47 destinations with up to 470 flights daily. Onboard JetBlue, customers enjoy roomy leather seats and 36 channels of free DIRECTV(r) programming, the most live TV available on any airline. On flights longer than two hours, a selection of first-run movies and bonus features from FOX InFlight is also available. JetBlue offers customers generous brand name snacks and beverages, including freshly brewed Dunkin' Donuts(r) coffee, and delicious wines selected by the airline's Low Fare Sommelier, Josh Wesson from Best Cellars(r). On overnight flights from the West, the airline now offers Shut-Eye Service, with a comfort kit designed exclusively for JetBlue by Bliss Spa and other special amenities including a "good morning" hot towel service. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

The JetBlue logo is available at http://www.primezone.com/newsroom/prs/?pkgid=795

KaBOOM!

Celebrating its ten year anniversary in 2006, KaBOOM! is a national nonprofit organization that envisions a great place to play within walking distance of every child in America. Over the past decade, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct nearly 1,000 new playgrounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including a web portal and online community, regional and national trainings, grants and publications for communities that wish to plan a new playspace on their own. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago, Atlanta and San Mateo, CA. For more information, visit www.kaboom.org.

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