'Live from T5': JetBlue Airways and Superfly Marketing Group Announce a Live Music Concert Series at New York/JFK's Terminal 5

Jun 25, 2009

'Live from T5': JetBlue Airways and Superfly Marketing Group Announce a Live Music Concert Series at New York/JFK's Terminal 5

-- Artists include Dan Dyer, Nicole Atkins, American Princes,

NEW YORK, June 25, 2009 /PRNewswire-FirstCall via COMTEX/ -- -- Artists include Dan Dyer, Nicole Atkins, American Princes, Alberta Cross, Justin Townes Earle and Juliette Commagere --

-- Based on votes, five artists will win a spot during 'Live from T5' by uploading original music to www.OurStage.com/go/jetblue; grand prize winner will also open for a headlining act at Bowery Presents' Terminal 5 or another New York City venue (a) --

JetBlue Airways (Nasdaq: JBLU), in partnership with Superfly Marketing Group -- a division of New York-based Superfly Productions, an independent music company with expertise in event production and creative programming -- today announce Live from T5, a six-month, 12-date live music concert series at the airline's new Terminal 5 at John F. Kennedy International Airport (JFK). The concert series, which takes place on select Fridays throughout the year, will feature hand-picked emerging artists from around the U.S. as well as bands chosen based on public votes in a national online competition hosted by OurStage.com (a).

(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b)

Today through July 22, aspiring artists can upload one original song to www.OurStage.com/go/jetblue for a chance to win one of five acoustic gigs at the JetBlue terminal in New York (a). Winners will be announced during the first week of August. In addition to a show during Live at T5, the top artist as determined by JetBlue and Superfly will also perform as the opening act for a headlining artist at Bowery Presents' Terminal 5, the popular concert venue in Manhattan's Hell's Kitchen neighborhood, or another Bowery Presents show.

"JetBlue not only provides the most free live entertainment in the skies -- we also seek to provide unique entertainment experiences for our customers on the ground in our brand new, state-of-the-art terminal," said Kim Ruvolo, manager brand for JetBlue Airways. "Partnering with an innovative music and lifestyle marketing company like Superfly adds more value for our customers, gives them access to some of the most promising artists in the industry and engages them through the online OurStage.com competition to create a music event for customers, by customers."

"We are thrilled to partner with JetBlue -- a brand committed to providing unique customer experiences. With the 'Live from T5' program, we've helped JetBlue elevate itself to a curator of those experiences," said Chad Issaq, vice president of business development for Superfly Marketing Group.

JetBlue's Live from T5 unofficially launched on Friday, May 22 with Austin's own Dan Dyer (www.myspace.com/dandyer) performing on the south grandstand in T5's marketplace. The remaining dates and artists scheduled for Live at T5 include:

June 26	Nicole Atkins	August 21	Two contest winners
July 3	American Princes	August 28	Two contest winners
July 10	Alberta Cross	September 4	Superfly artist
July 24	Justin Townes Earle	October 30	Superfly artist
July 31	Juliette Commagere	November 25	Superfly artist
August 14	Two contest winners		

To highlight the many talented artists at JetBlue, the airline has also established an exclusive presence on OurStage.com for its crewmembers to upload their music to be entered into the competition (a). Fans will vote on the music similar to the national competition and at least one JetBlue crewmember will also be chosen to perform at JFK's Terminal 5.

JetBlue's live in-flight entertainment system boasts 36 channels of free DIRECTV(r) programming and more than 100 channels of free XM Radio(r) at every comfortable leather seat. Customers can kick back and enjoy the live entertainment in JetBlue's spacious aircraft cabins, which offer the most legroom in coach of any U.S. airline (b). When looking to pamper themselves even further, customers can upgrade to a super-spacious Even More Legroom seat and enjoy 38" of seat pitch for just $10 to $40 extra each way depending on flight length.

In addition to complimentary in-flight entertainment, the airline offers JetBlue Features. Each month, six first-run movie titles are available -- three selections in each flight direction -- for a nominal $5 fee on flights longer than two hours. The movies chosen are from six major Hollywood studios,

including Disney, FOX, NBC Universal, Paramount Pictures, Sony Pictures and Warner Bros. On JetBlue's flights to the Caribbean and Latin America, two movie titles in English and one in Spanish are offered free of charge. Additionally, the airline's fleet-wide offering of more than 100 channels of free XM Radio. DIRECTV and XM Radio service is not available on most flights outside the continental United States.

About Superfly Marketing Group

Superfly Marketing Group is a New York City-based lifestyle and marketing company with special strengths in cutting edge marketing projects and multifaceted, engaging live events. Superfly Marketing Group leverages the experience, expertise, and relationships of Superfly Productions, creators of the Bonnaroo Music & Arts Festival, widely considered to be the premiere cultural property in the US for its near-flawless logistics, ambitious programming, and unique lifestyle experiences, as well as the heralded Outside Lands Music & Arts Festival held annually in San Francisco's Golden Gate Park. Superfly is synonymous with innovation and engagement and continues to partner with brands to create broad based authentic marketing programs across a variety of platforms and artistic disciplines. As one of only a few marketing companies to create its own renowned and successful lifestyle brands, Superfly Marketing Group is uniquely positioned to help it's partners achieve their brand objectives.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue currently serves 56 cities with 600 daily flights. New service to Baltimore begins on September 9. The airline also intends to commence service to Barbados (October 1); Saint Lucia (October 26); and Kingston, Jamaica (October 30). 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-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

(a) OurStage/JetBlue Live from T5 Contest: NO PURCHASE NECESSARY TO ENTER CONTEST OR WIN A PRIZE. Contest is open to legal residents of one of the forty-eight (48) states of the continental U.S. or the District of Columbia, aged 13 years or older (with parental consent if entrant is a minor). Contest begins June 24, 2009 at 12:00 pm ET and ends on July 31, 2008 at 11:59 pm ET or when 3,000 entries have been received, whichever occurs first. To enter, first create a free OurStage.com account by logging on to www.OurStage.com/go/jetblue (for JetBlue employees, visit www.OurStage.com/go/jetbluecrew), then log in to your account, and follow the instructions to upload a recording of your unique, original, unpublished musical performance. See Contest Official Rules for full submission requirements. Public judging on OurStage.com will determine the Top 10 entries, from which JetBlue will select the Winners based on creativity, originality, musicality, and vocal ability. One (1) Grand Prize Winner will win the opportunity to perform at Terminal 5 at JFK Airport and at Bowery Presents' Terminal 5 (or another Bowery Presents' venue) and two (2) round-trip coach class air transportation travel vouchers, good for travel between any two destinations in the JetBlue route network (the "Travel Vouchers"). Approximate Retail Value ("ARV") of Grand Prize: $598.00. Only entrants who are not JetBlue employees are eligible to win the Grand Prize. Four (4) First Prize Winners will win the opportunity to perform at Terminal 5 at JFK Airport. ARV of each First Prize: $0.00. Only entrants who are not JetBlue employees are eligible to win the First Prize. One (1) Crewmember Prize Winner will win the opportunity to perform at Terminal 5 at JFK Airport and two (2) Travel Vouchers. ARV of Crewmember Prize: $598.00. Only entrants who are JetBlue employees are eligible to win the Crewmember Prize. Availability is limited, and other restrictions apply. See Contest Official Rules, for complete terms and conditions. OurStage Live from T5 Sweepstakes: NO PURCHASE NECESSARY TO ENTER SWEEPSTAKES OR WIN A PRIZE. VOID OUTSIDE OF THE CONTINENTAL UNITED STATES AND WHERE OTHERWISE PROHIBITED BY LAW. Limit one entry per person, per registered OurStage.com fan account. Odds of winning depend on number of registered fans that vote in the OurStage/JetBlue Live From T5 Contest. Sweepstakes is open to legal residents of one of the forty-eight (48) states of the continental U.S. or the District of Columbia, aged 13 years or older (with parental consent if entrant is a minor). Sweepstakes begins July 1, 2009 at 12:00 am ET and ends on July 30, 2008 at 12:01 am ET. To enter, first create a free OurStage.com account by logging on to www.OurStage.com/go/jetblue (for JetBlue employees, visit www.OurStage.com/go/jetbluecrew), then log in to your account, and follow the instructions to judge at least one musical performance submitted for the Live at T5 Contest. One Grand Prize Winner will win two (2) Travel Vouchers. ARV the Grand Prize: $598.00. Only entrants who are not JetBlue employees are eligible to win the Grand Prize. One Crewmember Prize Winner will win two (2) Travel Vouchers. ARV of the Crewmember Prize is $598.00. Only entrants who are JetBlue employees are eligible to win the Crewmember Prize. Availability is limited, and other restrictions apply. See Sweepstakes Official Rules for complete terms and conditions. Sponsors: The sponsors of this Contest and Sweepstakes are OurStage, Inc., P.O. Box 182, Chelmsford, MA, 01824, Superfly Productions, 64 W. 3rd Street, Suite 205, New York, NY 10012, and Bowery Presents, 6 Delancey Street, New York, NY 10002.

(b) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines, excluding premium coach products.

SOURCE JetBlue Airways

http://www.jetblue.com

Powered by SITECORE