Cycling Fans Stay In the Race on JetBlue Airways with Access to Live 2010 Tour de France Coverage on VERSUS

Jul 02, 2010

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Bike fees waived on all JetBlue flights for the month of July in celebration of the Tour de France --

NEW YORK, July 2, 2010 /PRNewswire via COMTEX/ --

This July, cycling fans jetting on JetBlue Airways (Nasdaq: JBLU) will stay in the race with continuous coverage of the most epic race ever thanks to the seventh year of the airline's partnership with VERSUS, the exclusive television home of the Tour de France in the U.S. To celebrate the race and JetBlue's cycling enthusiasts the airline is also waiving its $50 bike fee (a) for customers traveling during the month of July.

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Beginning Saturday, July 3, at 11:30 a.m. ET, VERSUS' wall-to-wall coverage of the 23-day and more than 2,000 mile competition, will be available on channel 37 of JetBlue's personal seatback televisions, in addition to its signature lineup of 36 channels of live DIRECTV(R) programming.

"The cycling community is very important to us and we strive to make the JetBlue Experience about both value and quality for them and all of our customers," said Sam Kline, senior analyst of Product Development for JetBlue Airways. "By offering VERSUS' coverage of the Tour de France for the seventh straight year, we are giving sports fans even more value when they fly JetBlue."

In addition to its home town of New York City, JetBlue jets to some of the biggest cycling cities in the country, including: Austin, Texas; Chicago, Ill.; Denver, Colo.; Portland, Ore.; Richmond, Va.; Rochester, N.Y.; San Diego, Calif.; San Francisco, Calif.; and Seattle, Wash..

About VERSUS

VERSUS, the fastest growing sports cable network in the country, prides itself on super-serving passionate sports fans across all platforms (VERSUS.com, VERSUS on Demand and VERSUS HD). Now in more than 75 million homes, the network is the cable television home of the National Hockey League (NHL), IZOD IndyCar Series, Tour de France, World Extreme Cagefighting (WEC) and Professional Bull Riders (PBR). VERSUS also airs NASCAR, NBA, UFC, college football and college basketball programming. The network is home to the best outdoor programming on television and airs original programs not available anywhere else, including The Daily Line, Sports Soup and Sports Jobs with Junior Seau. VERSUS, a wholly owned company of Comcast Corporation (Nasdaq: CMCSA, CMCSK), is distributed via cable systems and satellite operators throughout the United States.

About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the sixth year in a row. 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. (b) 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 serves 61 cities with 650 daily flights. New service to Ronal Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. With JetBlue, all seats are assigned, 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) Bicycles are not accepted on flights to/from the Dominican Republic due to checked baggage size restrictions. Bicycles will be accepted in a hard-sided, padded case designed for bicycles. If not in a hard-sided case, bikes may be accepted with the handle bars secured sideways and the pedals removed and encased in plastic foam, a cardboard box or similar material to prevent damage. JetBlue cannot be liable for lost or damaged bikes.

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

DIRECTV and XM Satellite Radio services are not available on flights outside the continental United States.

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