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- Unique travel experiences, VIP access to sporting events and meet and greets with Tim McGraw or Chelsea Handler available for bid through Nov. 11 at www.charityfolks.com/jetblue -

- JetBlue raised more than $225,000 in support of these organizations last week at its second annual Swing for Good Golf Classic at Bethpage State Park -

NEW YORK, Oct 12, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline, today announces Bid for Good, an online auction providing customers the chance to bid on special trips and unique experiences in each of JetBlue's 60 destinations to benefit two long-standing charitable partners: KaBOOM!, a not-for-profit organization that envisions a great place to play within walking distance of every child in America; and DoSomething.org, the leading organization for teens and social change in the U.S. Customers are encouraged to visit www.charityfolks.com/jetblue; all packages are open for bidding today through Nov. 11.

Last week, JetBlue also hosted its second annual Swing for Good Golf Classic at Bethpage State Park, where 264 golfers helped raise more than $225,000 for these organizations. JetBlue hopes to continue its momentum to raise even more funds this week during the auction. Bid for Good auction items include: a trip to Boston with a pre-game tour of Fenway Park and the opportunity to throw out the first pitch at the Red Sox game; tickets to Jimmy Kimmel Live with VIP access to the Green Room in Los Angeles; the opportunity to meet Tim McGraw and attend an upcoming concert; a meet & greet with Chelsea Handler; VIP tickets to the Today Show; Skybox passes to the Arnold Palmer Invitational; VIP access to Universal Studios; and more.

"Founded 10 years ago on the principle to treat your people right, JetBlue is committed to giving back to the customers, crewmembers and communities we serve through volunteerism, giving and partnerships with long-standing non-profit partners like KaBOOM! and Do Something," said JetBlue CEO and Honorary Golf Chairman Dave Barger. "We are excited to offer our continued support to these great organizations with our online auction and last week's second annual golf classic, combining fun and friendly competition to ultimately make a bigger difference and inspire greatness in others."

"From the top down, JetBlue has been an amazing supporter of KaBOOM! and our mission to save play," said Scott Anderson, vice president of KaBOOM! "Not only do they fund playground builds and volunteer to help construct them, but events like these help us raise the money we need to support our national programs, which are critical to ensuring that every child has a great place to play. We're grateful for the support of the JetBlue team, and for everyone who came out today to help us make the world a better place for our kids."

"We love this partnership. JetBlue keeps us jetting towards of goal of 2 million teens taking action, and we get to hang out with some of the most passionate and fun people around," said DoSomething.org CEO and Chief Old Person Nancy Lublin, "We're thrilled to have their continued support."

JetBlue is committed to the cities it serves through support and alignment with not-for-profit organizations that focus on children, education, communities and the environment. Through a variety of programs and activities, JetBlue crewmembers are engaged to help make an impact and inspire greatness in others while enriching the lives of individuals and communities across the airline's network. In addition to building playgrounds with KaBOOM! and teaming up with DoSomething.org, JetBlue has partnerships with a variety of other philanthropic and community-focused organizations, including The American Cancer Society and their Making Strides Against Breast Cancer Walks, and First Book, a not-for-profit organization with the mission to give children from low-income families the opportunity to read and own their first new books. In addition, JetBlue has created a platform called Jetting to Green that allows the airline to encourage environmentally friendly practices through education and volunteerism.

About KaBOOM!

Headquartered in Washington, D.C., KaBOOM! is a national non-profit organization dedicated to saving play. Through community building, the company is focused on giving every child in America a great place to play within walking distance. Since 1995, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,800 new playgrounds, skate parks, sports fields and ice rinks across North America. KaBOOM! also leads the "Save Play" campaign at saveplay.org, which funds a variety of resources, including an online community, free online trainings, grants, publications and the KaBOOM! National Campaign for Play, which includes Playful City USA and Playmakers - a national network of individual advocates for play. KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit www.kaboom.org.

About DoSomething.org

DoSomething.org is one of the largest organizations in the US that helps young people rock causes they care about. A driving force in creating a culture of volunteerism, DoSomething.org is on track to activate two million young people in 2011. By leveraging the web, television, mobile, and pop culture, DoSomething.org inspires, empowers and celebrates a generation of doers: teenagers who recognize the need to do something, believe in their ability to get

it done, and then take action. Plug in at www.DoSomething.org.

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 offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Legroom seats. 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 600 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. The airline also intends to serve Providenciales, Turks & Caicos Islands in February 2011. 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.

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