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- Today through Feb. 28, entrants can visit www.jetblue.com/marathon to tell JetBlue, in 262 words or less, why they deserve to climb Heartbreak Hill for a chance to win one of four spots in the closed-out April 18 race (a) -

- The four winners will also receive a JetBlue Getaway to Boston, including roundtrip airfare for two, two-night hotel accommodations and access to post-race events -

BOSTON, Feb. 7, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), the Official Airline of the Boston Athletic Association's (B.A.A.) 115th Boston Marathon and a supporter for six years running, today is giving four qualified athletes a chance to run this year's race with its Extra Mile contest. This year's race - to be held on Patriots' Day, Monday, April 18 - closed out earlier than ever before. Entrants must visit www.jetblue.com/marathon before Feb. 28, 2011, and in a 262 words essay tell JetBlue why they deserve to run the world's most prestigious 26.2-mile road race.

(Logo: http://photos.prnewswire.com/prnh/20090217/NY71475LOGO-b)

The four winners will also receive a JetBlue Getaway for two, including roundtrip flights to Boston's Logan, two-night hotel accommodations and access to the post-race events. To be considered, entrants must already be qualified in accordance with the B.A.A.'s standards for entry.

"JetBlue is honored to be a part of this historic event, celebrated not only here in Boston and the U.S. but around the world, and we are excited to give a few athletes an opportunity to be a part of the sold-out 2011 race," said Lisa Borromeo, manager of brand and partnerships at JetBlue Airways. "As a B.A.A. partner for more than six years, we also look forward to treating thousands of customers - new and loyal - to our award-winning service and industry-leading product, including more legroom, entertainment and value, as they make their way to Boston for this premier race."

"The B.A.A. is pleased that JetBlue has decided to use four of their sponsor invitations to allow another chance for qualified runners to enter the race. JetBlue recognizes the hard work that runners put into qualifying for Boston, and we appreciate that they are going the extra mile to accommodate these well deserving individuals," said Tom Grilk, executive director of the Boston Athletic Association.

Registration for the 2011 Boston Marathon closed in record-time, as the race has witnessed unparalleled popularity in recent years. For a detailed description of prizes, eligibility, entry instructions, rules and information about the Extra Mile contest visit www.jetblue.com/marathon.

JetBlue is Boston's largest airline, currently serving 38 nonstop destinations and growing since 2004. The award-winning airline will also begin weekly winter service to Providenciales, in the Turks & Caicos Islands on Feb. 19, and four daily flights from Logan to Newark will begin May 4.

Travelers interested in creating full-feature vacations from Boston can also pair their JetBlue flight with a car, a hand-picked hotel, and other amenities by booking a JetBlue Getaways vacation package at www.jetblue.com/vacations. Services include the Getaways Best Price Guarantee, offering the lowest available price on vacation packages and flights, TrueBlue customer loyalty points on every dollar spent and an exclusive 24-hour support desk dedicated to Getaways customers before, during and after their trip. Additionally, customers who book a vacation will be rewarded with a $50 discount, good for a future getaway (b).

About JetBlue Airways

JetBlue Airways, Boston's #1 carrier, has created a new airline category based on value, service and style. In 2010, the carrier 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 63 cities with more than 600 daily flights. Later this year JetBlue plans to introduce service to Providenciales, Turks & Caicos; Anchorage, Alaska; and Martha's Vineyard, Mass. 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) No purchase necessary to enter or receive a prize. Contest begins at 12:00:01 a.m. EST on February 7, 2011 and ends at 11:59:59 p.m. EST on February 28, 2011. Contest open to legal residents of the 50 United States and the District of Columbia, aged 18 years or older at the time of entry and who have been prequalified by the Boston Athletic Association to participate in the Boston Marathon as of February 6, 2011. Void in Puerto Rico, outside the U.S. and where prohibited and restricted by law. See Official Rules at www.jetblue.com/marathon for details.

(b) Offer valid 12 months from date of receipt of reservation confirmation email; see email for details and offer code. Code valid for new bookings only. Restrictions apply. See full Getaways Terms and Conditions.

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