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LONG BEACH, Calif., Feb. 16, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) yesterday welcomed the arrival 'Building Blocks,' a one-of-a-kind livery designed by Long Beach airport operations crewmember Troy Bokosky, to its fleet. After more than 30,000 public votes, Troy's tailfin design was chosen from among the top five finalists in the airline's Crewmember Tailfin Design Contest as part of the JetBlue's 10th anniversary celebrations in 2010. More information on the other contenders and the winning design can be found at http://blog.hellojetblue.com.

(Photo: http://photos.prnewswire.com/prnh/20110216/NY49004)

The Airbus A320, named 'Blue Kid in Town,' was unveiled to crewmembers, customers and guests on Feb. 15, 2011 at Long Beach Airport. Troy and his father Doug Bokosky, also a JetBlue airport and ground operations crewmember in Long Beach, met the aircraft in Roswell, New Mexico at Dean Baldwin Painting, LP, JetBlue's paint services provider, to fly the plane home for the celebration and were greeted with a red carpet arrival.

"I am grateful that one of my tailfin designs was selected as the winner, and the fact that it was chosen as a finalist out of 300+ entries is rewarding itself," said Troy. "I attended Cal State University Long Beach and pursued a teaching credential in Art and Graphic Design. I wanted to design something that worked with our existing tailfins and would look good as a tie with my uniform. Thank you to my Long Beach and Los Angeles colleagues, family and friends for the support of Building Blocks!"

"We'd like to give a heartfelt thanks to every crewmember that entered the contest and congratulations to all of the finalists," said Jim Hnat, executive vice president of corporate affairs and general counsel for JetBlue. "The crewmember design contest was a collaborative effort shared between our crewmembers and our customers, and celebrates two of JetBlue's core values: fun and passion. We are excited to unveil Building Blocks today, to remind us of our foundation for the future."

Other one-of-a-kind liveries in JetBlue's fleet include: 'I Heart Blue York,' revealed last week and featuring JetBlue's co-branded trademark with New York State's iconic I LOVE NEW YORK tourism campaign and logo; JetBlue's 100th Airbus 320 "Blue 100," with a 100-themed tailfin; a unique 10-themed livery to signify the carrier's entry into its second decade; and JetBlue's two sports-themed aircraft, paying homage to the Real Salt Lake soccer team and the New York Jets. Each of JetBlue's remaining aircraft features one of nine existing tailfin designs. Repeated tailfins include: Barcode, Blueberries, Bubbles, Dots, Harlequin, Mosaic, Plaid, Stripes and Windowpane.

About JetBlue Airways

New York-based JetBlue Airways 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 call +1 800 538 2583 from the U.S.A., TTY/TDD +1 800 336 5530, or visit www.jetblue.com.

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