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Mar 10, 2011

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Performance to close a two-day Irish heritage festival in JetBlue's Terminal 5 at JFK in partnership with Tourism Ireland and Aer Lingus --

NEW YORK, March 10, 2011 /PRNewswire via COMTEX/ --

NEW YORK, March 10, 2011 /PRNewswire/ **--**JetBlue Airways (Nasdaq: JBLU) proudly announces an exclusive, intimate concert for ticketed customers by *mittens* Irish recording artist Julie Feeney on Thursday, March 17, post-security at Terminal 5 (T5) at John F. Kennedy International Airport (JFK) in New York. The *Live from T5* concert will close a special two-day St. Patrick's Day event hosted in JetBlue's Marketplace at Terminal 5 in partnership with Tourism Ireland and Aer Lingus.

"Whether it's St. Patrick's Day or any holiday, JetBlue enjoys celebrating special events with our customers by offering unique experiences and private *Live from T5* performances by some of today's top artists," said Chris Timmins, brand coordinator at JetBlue. "Julie Feeney's great lyrics and Irish energy is the perfect closing to this two-day, fun-filled event celebrating Irish Heritage and our partnership with Tourism Ireland and Aer Lingus."

Julie Feeney is a dramatic and stylish chamber-pop singer, composer, orchestrator and producer and the winner of the Choice Music Prize for 'Irish Album of the Year,' Ireland's equivalent of the Mercury Music Prize. Her headlining concert for JetBlue's *Live from T5* series will mark one of her first U.S. performances as she embarks on her debut U.S. tour this month. The nationwide tour is part of 'Imagine Ireland', a year of Irish Arts in America in 2011. All tour dates are available at www.juliefeeney.com.

On Wed., March 16 and Thurs., March 17, leading up to Julie's performance Thursday evening, customers will be invited to *Go Where Ireland Takes You* as T5 comes alive with all forms of Irish entertainment by traditional dancers, musicians and some of Ireland's great mythological and folklore characters including Fionn Mac Cumhaill, Grainnuaile, Molly Malone, Oscar Wilde, James Joyce, and W.B. Yeats.

Customers will also be toe-tapping to traditional Irish music performed by *The Atlantis Wave* and will have the opportunity to see a performances by step dancing troupes from the USG Performing ARTS, the Shehan Gormley School of Irish Danceand the Donny Golden School of Irish Dance. Green beer will be available for purchase at T5's New York Sports Grill, select restaurants will be offering Jameson drink specials, and Irish Fare including Corned Beef and Cabbage and Sheppard's Pie will be served in the Food Court. Complimentary goodies including shamrocks and Irish chocolates will be given out throughout the day.

As Tourism Ireland's marketing strap line *Go Where Ireland Takes You* says, it's as much about the things thattravelers plan to see, as the things thatthey stumbleacross and the people they meet as part ofthe journey that makes the Irish vacation experience unique and different from anywhere else. What's more, approximately 40 million Americans claim Irish ancestry, and there has simplynever been a better time to discover Irish roots and enjoy a taste of thatspecial welcome, reserved for those that call Ireland home.

"Thanks to the partnership between JetBlue and Aer Lingus, it is easier and more convenient than ever to get to Ireland with connecting service and daily non-stop flightsfrom New York," said Tourism Ireland Vice President Marketing US, Alison Metcalfe. "The value has never been better and the welcome for which we are famous, never warmer.Above all, Ireland offers all of the ingredients todeliver not only a great vacation, but a truly unique and memorable experience.The combination of its great natural scenery, rich cultural heritage, literature, music, food and famous hospitality make atrip to Ireland, one that continues to delight and satisfy an increasing number of U.S. travelers."

Since 2008, the innovative partnership between JetBlue and Aer Lingus has established the two airlines as the premier way to book flights to Ireland from North America, connecting a vibrant new stream of customers between the Emerald Isle and more than 40 continental U.S. destinations. Customers booking through www.jetblue.com will be quickly transferred with one click to www.aerlingus.com to complete their booking.

Live from T5 concerts and the St. Patrick's Day celebration will take place post-security for ticketed travelers. Customers flying JetBlue have enjoyed unexpected surprises and other live performances by internationally renowned artists like Taylor Swift, Sarah McLachlan and James Blunt. Now in its third year, the series has also featured emerging artists from around the U.S., including DJ Mark of VHS or Beta, rock band Daughtry, Straight No Chaser, Dan Dyer, Nicole Atkins, American Princes, Alberta Cross and Justin Townes Earle, among others.

The concert series was developedin partnership with Superfly Marketing Group - a division of New York-based Superfly Presents - a multi-dimensional

entertainment and marketing company with expertise in strategy development, creative programming, andlifestyleevent production.

Travelers choose JetBlue for its award-winning customer service and well-known product features, including a live in-flight entertainment system with more than 140 channels of free programming on personal seatback TVs (a) and reasonably priced first-run JetBlue Features movies (b).Customers also enjoy comfy, leather-clad seats that go easy on the legs with knee space that rivals any other U.S. airline in coach (c) and complimentary and unlimited snacks and drinks for the ride.

About Julie Feeney

Julie Feeney is a true artist with immense vision. She was hailed in The Washington Post as "The Emerald Isle's Original" and The Observer called her "a major talent". Hot Press loves her "mesmerizing stage presence and eccentric pop genius" while The Guardian said that "the world will listen." Her innovative sound and live show, while rooted in classical music, straddles the pop and theatrical worlds. She self- produced her own critically acclaimed albums 13 songs and pages, and has been invited to orchestrate and perform her own music for many orchestras.

The New York Times called 13 songs a "charming, urbane and dreamy record", and Hot Press said of pages that she had created "...a wee masterpiece...". The Sunday Tribune proclaimed "...a captivating form of art...a remarkable achievement... Feeney towers over her contemporaries...". Her song 'Impossibly Beautiful' from pages was selected for a major TV commercial in Ireland and her award-winning music video for the song features 18 different hats designed by Piers Atkinson. She recently received a 10-minute standing ovation from a capacity audience of 1200 at Ireland's National Concert Hall and she has sold out numerous Irish shows to rave reviews. Her music is widely broadcast on Irish TV and radio and her live show combines elements of theatre and performance art. She wears a head piece which represents her album artwork in the form of a house, and also her pages dress, hand-stitched from the actual pages of her own orchestral pages score.

For *Live from T5*, Julie Feeney will be the first to wear a Joanne Hynes-Helen Steele punk rocker sheep silk printed dress which was made from video performance art by the art fashion duo Hynes and Steele. The ensemble was the opening look at London fashion week in February 2011.

About Superfly Marketing Group

Based in New York City, Superfly Marketing Group (SMG) is the marketing division of Superfly Presents, a multi-dimensional entertainment agency and co-creator of the iconic Bonnaroo Music & Arts Festival, as well as other groundbreaking experiential events. Building upon Superfly's success as a touchstone for the millennial audience and leveraging the company's expertise with best in class production, SMG launched in 2009 as a strategic partner to brand marketers also attempting to reach this desirable target and drive lifestyle trends. Through its unique market insights, organic consumer approach, and robust industry relationships, SMG has been successful indeveloping creative programming and strategicmarketing programs for a who's who of corporate titans both at Superfly-produced festivals and as standalone marketing programs.www.superflymarketinggroup.com

About Tourism Ireland

Tourism Ireland is jointly funded by the Irish Government and the Northern Ireland Executive, and operates under the auspices of the North/South Ministerial Council through the Department of Enterprise, Trade and Investment in Northern Ireland and the Department ofTourism, Culture and Sportin the South.As the international marketing arm for tourism to the island of Ireland we employ 160 people in key source markets, such as Great Britain, USA and Canada, France, Germany, the Netherlands, Denmark, Belgium, Italy, Spain, Austria, Switzerland and Australia.Tourism Ireland works with the two tourist boards on the island, Failte Ireland and the Northern Ireland Tourist Board, who are responsible for product and enterprise development and marketing to tourism consumers within the island of Ireland.

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 64 cities with more than 600 daily flights. Later this year JetBlue plans to introduce service to 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.

(a) Live satellite TV and radio programming is not available on flights outside the continental U.S.

(b) First-run features are available for $6 on flights longer than two hours. Complimentary movies are offered on JetBlue's flights to the Caribbean and Latin America.

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

SOURCE JetBlue Airways

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