JetBlue Airways Scores High-Flying Partnership to Become the Official & Exclusive Airline of Broadway's New Musical CATCH ME IF YOU CAN

Mar 16, 2011

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To celebrate, fans are invited to send in an audition video through April 1 to be the "JetBlue Blue Carpet Correspondent" on the show's April 10 Opening Night, covering all of the buzz about the performers, the performance, celebrities in attendance and the after-party - -

NEW YORK, March 16, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline, today proudly announces a partnership with CATCH ME IF YOU CAN, the high-flying new Broadway musical, becoming the show's Official & Exclusive Airline. Located behind the landmark Eero Saarinen-designed TWA terminal, JetBlue's Terminal 5 at John F. Kennedy International Airport (JFK) connects the airline industry's past with the present, interpreting the allure of the iconic TWA Flight Center for today's jet set. Based on the hit DreamWorks film, CATCH ME IF YOU CAN began preview performances on March 11 and will open on April 10, 2011 at Broadway's Neil Simon Theatre, 250 W 52nd Street.

"JetBlue's mission and brand essence, to bring humanity back to air travel, resurrect the glamour and joy of flying in the 1960s, the industry era recreated for the Broadway show," said Lisa Borromeo, manager of brand and partnerships for JetBlue. "As New York's Hometown Airline, so closely connected to aviation history, we believe this is an ideal community and cultural fit for our airline and crewmembers to serve as the Official Airline of CATCH ME IF YOU CAN."

"As a musical that celebrates the glamorous heyday of flying, we are thrilled to partner with today's trend-setting, modern airline, JetBlue," say Margo Lion and Hal Luftig, lead producers of CATCH ME IF YOU CAN.

To celebrate the partnership, JetBlue and CATCH ME are hosting a special contest inviting fans to upload an audition video of their best "JetBlue Blue Carpet Correspondent" reading of a pre-determined news story about Frank Abagnale Jr. Full contest details are available at www.catchmethemusical.com. One grand prize winner will be named the "JetBlue Blue Carpet Correspondent" for the April 10 Opening Night, and receive roundtrip JetBlue airfare for two, hotel accommodations at Flatotel, show tickets and exclusive "Blue Carpet" and post-party access. The winner will be announced on April 5.

Travelers choose JetBlue for its award-winning customer service and well-known product features, including live in-flight entertainment on personal seatback TVs with more than 140 channels of free programming (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 CATCH ME IF YOU CAN

CATCH ME IF YOU CAN is the high-flying new musical comedy based on the hit DreamWorks film and the incredible true story that inspired it! Fast-rising Broadway headliner Aaron Tveit (*Next to Normal, Wicked*) stars as Frank W. Abagnale, Jr., a teenager who runs away from home in search of the glamorous life. With nothing more than a boyish charm, a big imagination and millions of dollars in forged checks, Frank successfully poses as a pilot, a doctor and a lawyer - living the high life and winning the girl of his dreams (played by Tony(R) nominee Kerry Butler (*Xanadu, Hairspray*). Tony winner and Broadway fave Norbert Leo Butz (*Dirty Rotten Scoundrels, Wicked*) plays Carl Hanratty, the dogged FBI agent who chases Frank to the end and finds something he never expected. And Tony nominee Tom Wopat (*Annie Get Your Gun, Chicago*) returns to Broadway as Frank, Sr., who sees his dreams of making it big lived out in his son's fantastic adventures.

CATCH ME features a Tony Award-winning "dream team," with a book by Terrence McNally (*The Full Monty, Ragtime*), an irresistible score by Marc Shaiman & Scott Wittman (*Hairspray*), choreography by Jerry Mitchell (*Hairspray, Legally Blonde*) and direction by Jack O'Brien (*Hairspray, The Full Monty, Dirty Rotten Scoundrels*).

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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