JetBlue is the Official Airline of the Boston Red Sox for Eight More Seasons

Mar 29, 2011

JetBlue is the Official Airline of the Boston Red Sox for Eight More Seasons

Team's New Spring Training Ballpark in Lee County, Florida named JetBlue Park

BOSTON, March 29, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways Corporation (Nasdaq: JBLU), Boston's largest airline, is proud to announce a landmark eight-year extension as the Official Airline of the Boston Red Sox and the Official Airline of Fenway Park. Additionally, the airline will sponsor JetBlue Park, the new Spring Training ballpark for the Boston Red Sox in Lee County, Florida. Red Sox Executive Vice President and Chief Operating Officer Sam Kennedy and JetBlue's Senior Vice President of Marketing and Commercial Strategy Marty St. George celebrated the announcement today with JetBlue crewmembers at the JetBlue Airways Ticket Counter at the Southwest Florida International Airport. The ballpark and adjoining Player Development Complex are scheduled to open for the 2012 Spring Training season.

(Photo: http://photos.prnewswire.com/prnh/20110329/NY73701)

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

"From the outset, our relationship with JetBlue Airways has been a true partnership based on our shared commitment to the highest levels of customer service," said Sam Kennedy, Red Sox Executive Vice President and Chief Operating Officer. "The foundation of our work together continues to be in Boston and Fenway Park, but we're thrilled that with today's announcement it now officially extends not only to our new Spring Training home in Lee County, Florida, but also to our work in the Dominican Republic. This is a great day for Red Sox Nation."

"As the largest carrier in Boston, we are proud to be the official airline of the Red Sox, and especially proud to renew our partnership today," said Mr. St. George.

The centerpiece of JetBlue's partnership with the Red Sox in Lee County, FL, is the team's new Spring Training ballpark, and at today's event the airline announced it will make an annual contribution during the term of the agreement to the capital improvement fund already established by the Red Sox and Lee County to support ongoing maintenance and improvements to the facility. JetBlue also announced the creation of a new program that, beginning in 2012, will provide Spring Training game tickets to Lee County, FL non-profit groups.

As part of the extension, JetBlue also becomes a Fenway Park Preservation Partner, making it one of a select group of organizations that will play a key role in helping the Club celebrate the 100th anniversary of its Boston home next year. JetBlue will also continue as a sponsor of Lindos Suenos, the Red Sox' youth volunteer exchange program in the Dominican Republic.

"Whether it's taking part in the Fenway Park Centennial celebration in 2012 or volunteering side by side with Lindos Suenos, JetBlue is committed to being an involved member of the Boston Community," said Mr. St. George.

Additional extension terms include JetBlue signage throughout Fenway Park, naming rights to the Red Sox Dominican Academy, continued sponsorship of the annual Spring Training "Truck Day" and preferred partner status of the Red Sox Destinations fan travel program.

JetBlue is the largest carrier at Boston Logan International Airport, serving 39 destinations with up to 100 flights daily. As of June 2011 JetBlue will be serving 42 destinations non-stop from Boston. Customers traveling through Boston from most destinations may also take advantage of convenient connecting service operated by JetBlue's marketing partner, Cape Air, to fly onward to some of New England's most beautiful destinations including Hyannis, Martha's Vineyard, Nantucket, and Provincetown, Mass., and Rutland/Killington, VT.

JetBlue Park Renderings Unveiled

New architectural renderings of JetBlue Park were also unveiled today.

A number of the characteristics of the new ballpark are taken from Fenway Park, including a "Green Monster" that will feature seating both on top of and behind the wall, as well as a manual scoreboard; exact replication of Fenway's unique playing field dimensions seating bowl configuration; and location of the bullpens beyond the outfield wall in right-center field.

In the spirit of Yawkey Way in Boston, the street positioned immediately south of JetBlue Park on the Complex grounds will become an extension of the ballpark's concourse and create additional space to enhance the fan experience on game days. This area will have a family-friendly, "street festival" feel featuring entertainment, concessions, and other activities, both pre-game and in-game.

JetBlue Park and the surrounding Complex will capture elements that reflect its Southwest Florida location. Environmentally-sustainable features will be incorporated throughout the facility and Complex, and the considerable landscaping will feature vegetation indigenous to the area.

JetBlue Park and the new Player Development Complex are being designed and constructed by a world class team. The design team includes Ft. Myers-based Parker/Mudgett/Smith Architects Inc.; Populous, which has played a role in designing more than 150 collegiate, spring training, minor league, and Major League ballparks; and Boston-based D'Agostino Izzo and Quirk, who has worked extensively on the ongoing improvements at Fenway Park. The Fort Myers office of Manhattan Kraft is partnering with Casey Construction and Chris-Tel Construction, both based in Fort Myers, to provide construction management services.

The new Complex will provide state-of-the-art training facilities positioned on a single site and is intended to be used year-round. It will include JetBlue Park, the main ballpark with a total capacity of approximately 11,000 fans (including standing room and berm), six practice fields, and other adjoining facilities that will house both the Major and Minor League operations and a rehabilitation center.

JetBlue Park, the new Red Sox Spring Training Ballpark, and the adjoining Player Development Complex are located at 11581 Daniels Parkway, Fort Myers, FL 33913. The Complex is approximately two miles east of Interstate 75 and approximately six miles from Southwest Florida International Airport. Lee County has been the Spring Training home of the Red Sox since 1993.

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 700 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.

SOURCE JetBlue Airways

Powered by SITECORE