jetBlue

JetBlue Airways Asks Celebrities to Let Go of Baggage for a Good Cause

May 24, 2011

JetBlue Airways Asks Celebrities to Let Go of Baggage for a Good Cause

-- Today through June 6, fans can bid on personal items donated by more than 50 famous musicians, actors and athletes at www.jetblue.com/celebritybaggage (a), with 100% of proceeds benefitting DoSomething.org --

-- Fans can also enter for a chance to win a bag on JetBlue's Facebook page (b), where the airline will donate an additional $1 per sweepstakes entry to help raise money for America's youth, up to $25,000 (c) --

NEW YORK, May 24, 2011 /PRNewswire via COMTEX/ --

A little extra baggage isn't always a bad thing, especially on JetBlue Airways (Nasdaq: JBLU), the carrier known for offering customers a first checked bag free. To celebrate this liberating experience and help raise money for America's youth, more than 50 famous musicians, actors and athletes have donated their signed carry-ons, party purses, briefcases, guitar cases and other baggage to JetBlue's Celebrity Baggage charity auction. The baggage will be auctioned off on eBay, the world's largest online marketplace, during two seven-day auction periods with 100 percent of the proceeds benefitting the airline's long-standing charitable partner, DoSomething.org. Bidding is open today through June 6 at www.jetblue.com/celebritybaggage.

(Logo: http://photos.prnewswire.com/prnh/20110404/NY76997LOGO)

Each signed bag includes a custom JetBlue luggage tag and some pieces are accompanied by personal items and unique experiences from the celebrity donor. To get up-close and personal with the baggage, fans can head to Santa Monica Place in Santa Monica, CA where many of the items will be on display and visitors can bid on them directly from their smartphones. In addition to money raised through the auction, fans can also visit JetBlue's Facebook page to enter for a chance to win a piece of celebrity baggage and, for every entry received, the airline will donate $1 to DoSomething.org.

"Celebrity baggage is some of the most intriguing, highly-coveted and photographed accessories to ever fly in and out of LAX and across our network," said Icema Gibbs, Director of Corporate Social Responsibility. "Thanks to the generosity of these celebrities, we are excited to give everyone the opportunity to take home a piece of that magic while supporting a great cause. JetBlue remains committed to supporting youth groups in L.A. and across the country with our long-standing partner, DoSomething.org, while generating fun and friendly competition over America's most-sought after baggage."

"I really wish I could curl up in a celeb's bag and go travel with them," said Nancy Lublin, CEO and Chief Old Person at DoSomething.org. "I've already tried that once at LAX and it didn't work so this is the next best thing!"

Celebrity donations include items from Amber Valetta, Blake Griffin, Brittany Snow, Busy Philipps, Chelsea Handler, Donald Trump, Jessica Simpson, Jordin Sparks, Kellan Lutz, Kelly Osbourne, Lindsay Lohan, Matt Leinart, Paul 'DJ Pauly D' DelVecchio, Rosario Dawson, Ryan Seacrest, Samantha Harris, Sara Evans, Stacy Keibler and Taylor Swift among others (see full celebrity list below). To view all items, visit the charity auction on eBay at www.jetblue.com/celebritybaggage or JetBlue's Facebook page.

DoSomething.org is one of the largest organizations in the U.S., helping young people give back to the causes they care about. A driving force in creating a culture of volunteerism, DoSomething.org is on track to activate two million young people in 2011. By leveraging Web, television, mobile, and pop culture; DoSomething.org inspires, empowers and celebrates a generation of doers.

JetBlue, the un-airline for today's jet set, goes above and beyond to provide value, award-winning service and style to customers across its network. With well-known product features including a live in-flight entertainment system on personal seatback TVs, leather-clad seats with ample legroom, and complimentary and unlimited snacks and drinks for the ride, flying JetBlue is still glamorous and fun.

Overnight flights from Los Angeles and all Western U.S. destinations offer JetBlue's complimentary Shut-Eye Service, featuring a Snooze Kit that includes earplugs and eyeshades, plus unlimited free snacks and beverages and a "good morning" hot towel service. Before arrival, customers will be treated to Dunkin' Donuts coffee, fruit juice, and bottled spring water, allowing customers to land refreshed and ready to start the day.

Celebrity Donors

Auction I: May 24 - May 30

Cindy Adams

Will Anderson

Janie Bryant

Paul 'DJ Pauly D' DelVecchio

Diane Von Furstenberg

Chelsea Handler'

Samantha Harris

Carrie Keagan

Stacy Keibler

Amber Lancaster

Cody Lohan

Lindsay Lohan

Michael C. Lohan

Tinsley Mortimer

Busy Philipps

Vincent Piazza

Autumn Reeser

Molly Ringwald

Melissa Rivers

Jane Schoenborn

Beth Shak

Jordin Sparks

Donald Trump

Miss Universe

Miss USA

Weird Al Yankovic

Auction II: May 31 - June 6

Rosario Dawson

Sara Evans

Rascal Flatts

Jon Foreman

Sia Furler

Ellie Goulding

Jim James

Carson Kressley

Ryan Kwanten

Matt Leinart

Ali Lohan

Dina Lohan

Kellan Lutz

Martina McBride

Heather Morris

Neon Trees

Ted Nugent

Kelly Osbourne

The Band Perry

Lisa Rinna

Darren Ritchie

Ryan Seacrest

Jessica Simpson

Brittany Snow

Taylor Spreitler

Taylor Swift

Pete Wentz and Bebe Rexha

Facebook Sweepstakes

May 24 - June 6

Cast of Catch Me If You Can

Jennie Finch

Blake Griffin

Morgan Spurlock

Amber Valletta

About JetBlue Airways

JetBlue Airways is New York's Hometown Airline with other focus cities in Boston, Los Angeles, and Fort Lauderdale and Orlando, Florida. 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 65 cities with more than 650 daily flights. Later this week, JetBlue plans to introduce service to 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) TRAVEL NOTICE

By listing this auction I verify that I am the actual travel agent or travel provider and not a third party affiliate. The travel/accommodations in this auction will be booked directly through me and not an outside agency. I also verify that, other than the government taxes and related government fees stated within the listing description itself, there will be absolutely no additional fees, charges or after auction purchases associated with booking the travel within this listing.

TERMS & CONDITIONS

The auction is managed on eBay Giving Works by Auction Cause, a premier celebrity and brand auction management agency. All bidders must have a PayPal account to bid on this auction. A bid is a legally binding contract. Please do not bid if you are not 100% certain you can follow through with payment at the winning bid price promptly.

By participating in this auction, the bidder understands and agrees to eBay's terms of service as well as all terms and conditions mentioned here. We reserve the right to reject any bids at our discretion and screen all bidders. No part of the text, design, photos, video, or other content from this auction or associated pages may be used without written permission of the appropriate license holders.

PREQUALIFICATION

This auction listing may be subject to prequalified bidders only - this is a security verification measure given the high profile nature of this auction. The seller reserves the right to reject requests to bid or cancel already approved bids at its sole discretion and conduct further screening of bidders, including requesting additional documentation on the ability to make payment as well as request a deposit via PayPal or credit card before being allowed to bid/continue bidding, regardless of eBay feedback history.

PAYMENT

All sales are final, there are no refunds. Payment is required within (3) business days of the auction close. Failure to deliver payment within the designated time will result in default of the bid and we may select the next highest bidder.

TAX INFORMATION

A portion of the winning bid amount made through this auction may be tax deductible. Consult with your tax adviser for more information, as we do not provide tax consulting.

SHIPPING

Please refer to eBay's "Shipping and Payments" tab for costs, carrier and other shipping information. All items will be shipped with tracking and insurance included in the shipping price unless otherwise noted.

CUSTOMS

All customs duties & taxes are determined by the winning bidder's country of residence and are the sole responsibility of the buyer. Import duties/taxes assessed by the winner's country of residence are not known by the seller and the actual price paid by the winner will be reflected on any of the seller's customs forms for merchandise won. This price cannot be adjusted.

CUSTOMER SERVICE

If you have any questions about this auction not addressed here, contact us by using the "Ask a question" link at the top of the page. We strive to do our best to handle any problem you may have, so please ask if you are unhappy for any reason!

(b) NO PURCHASE OR PAYMENT OF MONEY NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Sweepstakes open to legal residents of the fifty (50) United States or the District of Columbia, aged 18 years or older at the time of entry. Odds of winning depend on the number of eligible entries received. Void where prohibited. Sweepstakes ends June 6, 2011 at 11:59:59 PM EDST. See the official rules for complete details and entry instructions. Sponsor: JetBlue Airways, 118-29 Queens Blvd., Forest Hills, NY 11375.

(c) For every eligible sweepstakes entry submitted, JetBlue will donate $1 to DoSomething.org (up to $25,000). Sweepstakes entries submitted by residents of AL, ME, MA and SC will not be eligible for donation. For more information about DoSomething.org, visit http://www.dosomething.org.

SOURCE JetBlue Airways

Powered by SITECORE