jetBlue

Nominate Your Local Library to Win $10,000 in Books From JetBlue Airways

Sep 28, 2011

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- JetBlue supports local libraries with sweepstakes through Soar with Reading program -

- Nominate a library and be entered to win a JetBlue Getaways trip to Atlantis (a)-

NEW YORK, Sept. 28, 2011 /PRNewswire via COMTEX/ --

As children across the country return to school, JetBlue Airways (Nasdaq: JBLU) encourages readers to nominate their local library for a chance to win $10,000 in Random House Children's Books. Readers that nominate their local libraries will also be entered to win a family vacation to the amazing Atlantis Paradise Island Resort in Nassau Bahamas from JetBlue Getaways.

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

The airline's initiative is a part of Soar with Reading, a joint project launched this summer by JetBlue and PBS KIDS. Soar with Reading aims to keep children reading throughout the summer, harnessing a combination of in-flight and online literacy resources, community reading events and a partnership with First Book, a nonprofit organization that provides new books to children in need. For every reader who registered on SoarwithReading.com this summer, JetBlue made a book donation to a child through First Book, totaling 10,000 books.

More than 75,000 entries have been received to date representing libraries in all 50 states. To nominate a library, simply visit SoarwithReading.com. One lucky community library will win $10,000 in books, a second library will receive $2,500 in books and five additional libraries will receive $500 in books, courtesy of JetBlue and Random House Children's Books. Sweepstakes closes on September 30, 2011.

About JetBlue Corporate Social Responsibility

JetBlue is committed to the cities it serves through support and alignment with not-for-profit organizations that focus on children, education, communities and the environment. Through a variety of programs and activities, JetBlue crewmembers are encouraged to help make an impact and inspire greatness in others while enriching the lives of individuals and communities across the airline's network. Through JetBlue's Community Connection Volunteer Program and other Corporate Social Responsibility initiatives, JetBlue partners with a variety of philanthropic and community-focused organizations, including KaBOOM!, DoSomething.org, The American Cancer Society and their Making Strides Against Breast Cancer Walks; First Book, a not-for-profit organization with the mission to give children from low-income families the opportunity to read and own their first new books; and PBS KIDS, where JetBlue partnered to create *Soar with Reading - Let Your Imagination Take Flight*, a literacy campaign to help raise readers. In addition, JetBlue has created a platform called Jetting to Green which encourages environmentally-friendly practices through education and volunteerism.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, and Orlando. 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 as well as super-spacious Even More Space 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 66 cities with 650 daily flights and later this year plans to introduce service to St. Croix and St. Thomas in the U.S. Virgin Islands as well as La Romana, Dominican Republic and Liberia, Costa Rica, subject to government approval. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, or visit www.jetblue.com.

About Random House Children's Books

Random House Children's Books is the world's largest English-language children's trade book publisher. Creating books for toddlers through young adult readers, in all formats from board books to activity books to picture books, novels, ebooks, and apps, the imprints of Random House Children's Books bring together award-winning authors and illustrators, world-famous franchise characters, and multimillion-copy series. The company's website, Kids @ Random (www.randomhouse.com/kids) offers an array of activities, games, and resources for children, teens, parents, and educators. Random House Children's Books is a division of Random House, Inc., whose parent company is Bertelsmann AG, a leading international media company.

(a) 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 continental U.S. and the state of Alaska, who are 21 years of age or older and is void in Hawaii, Puerto Rico, U.S. Territories and where prohibited, and shall be governed solely by U.S. law. Odds of winning depend on the number of eligible entries received. Void where prohibited. Sweepstakes ends September 30, 2011 at 11:59:59 PM EDST. See the official rules for complete details and entry instructions.

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