JetBlue Successfully Hosts Third Annual Swing for Good Golf Classic in New York

Oct 06, 2011

JetBlue Successfully Hosts Third Annual Swing for Good Golf Classic in New York

JetBlue expected to raise $350,000 at its third annual Swing for Good Golf Classic at Bethpage State Park benefitting KaBOOM! and DoSomething.org --

NEW YORK, Oct. 6, 2011 /PRNewswire via COMTEX/ --

New York's Hometown Airline(TM), JetBlue Airways (Nasdaq: JBLU), proudly hosted its annual Swing for Good Golf Classic at two Bethpage State Park Golf Courses. In its third year, the JetBlue Swing for Good Classic provided a great mix of fun, camaraderie and competition at one of the country's most renowned golf venues with the ultimate goal of fundraising for two outstanding charities.

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

This year JetBlue expects to raise $350,000 in support of these organizations benefitting KaBOOM!, a not-for-profit organization dedicated to saving play for America's children; and DoSomething.org, the largest organization in the USA promoting teen volunteerism.

"JetBlue prides itself on being a service company that goes beyond the airport and has lasting impact on the local community," said Dave Barger, JetBlue's CEO. "We're New York's hometown airline and today we're proud to bring together our business partners, vendors, crewmembers and other charitable partners for two very admirable causes."

"KaBOOM! is honored to have a long-standing partner like JetBlue who is committed to recognizing and addressing the importance of play," said KaBOOM! Founder and CEO Darell Hammond. "For 15 years, KaBOOM! has battled the play deficit among children and worked incredibly hard to convince people that play is not a luxury--it's an absolute necessity. We're grateful that JetBlue continues to help KaBOOM! work toward achieving our vision of a great place to play within walking distance of every child in America."

"Swinging, doing good - what isn't to love? We at DoSomething.org are thrilled to be a JetBlue partner and help young people jetset to their goals," said DoSomething.org CEO and Chief Old Person Nancy Lublin.

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 engaged to help make an impact and inspire greatness in others while enriching the lives of individuals and communities across the airline's network. In addition to building playgrounds with KaBOOM! and teaming up with DoSomething.org, JetBlue has partnerships with a variety of other philanthropic and community-focused organizations, including The American Cancer Society and their Making Strides Against Breast Cancer Walks, and 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. In addition, JetBlue has created a platform called Jetting to Green that allows the airline to encourage environmentally friendly practices through education and volunteerism.

About KaBOOM!

KaBOOM! is the national non-profit dedicated to saving play. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. To fight this Play Deficit, social entrepreneur Darell Hammond founded non-profit KaBOOM! 15 years ago in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America. Since then, KaBOOM! has mapped over 85,000 places to play, built more than 2,000 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on both a local and national level. Hammond chronicles the founding of the organization and the importance of the cause of play in his *TheNew York Times* Best Seller KaBOOM!: How One Man Built a Movement to Save Play. The book details how businesses and communities can work together to save play for children across the country. All author proceeds support KaBOOM!. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit www.kaboom.org.

About DoSomething.org

DoSomething.org the largest organization in the U.S. that helps young people rock 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 the web, television, mobile, and pop culture, DoSomething.org inspires and celebrates a generation of doers: teenagers who recognize the need to do something, believe in their ability to get it done, and then take action.

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.

Reservations

+1 800 JETBLUE (538 2583)

TTY/TDD: +1 800 336-5530

www.jetblue.com

SOURCE JetBlue Airways

Powered by SITECORE