A Dallas Welcome: TNT and JetBlue Team Up To Celebrate New Series Dallas and new JetBlue route into DFW

Jun 04, 2012

A Dallas Welcome: TNT and JetBlue Team Up To Celebrate New Series Dallas and new JetBlue route into DFW

Environmental Artist Stan Herd Creates Five-Acre Art Installation Best Viewed from the Skies Onboard JetBlue Flights

NEW YORK, June 4, 2012 /PRNewswire via COMTEX/ --This summer, as **TNT** prepares to launch the eagerly anticipated new series ***Dallas***, and as **JetBlue Airways** (Nasdaq: JBLU) marks the start of its new route between Dallas/Fort Worth and Boston, the two innovators are teaming up with a unique marketing campaign designed to surprise and delight *Dallas* enthusiasts and JetBlue customers alike with a Texas-size welcome stunt kicking off the two month campaign.

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

Using the Earth as his palette, environmental artist **Stan Herd** created a five-acre art installation that is visible from all JetBlue flights departing from or arriving to Dallas/Fort Worth Airport (DFW). Herd's art installations, known as Earthworks, are renowned around the world for their creativity and use of sustainable materials. His *Dallas*/JetBlue art installation incorporates 20 tons of mulch, 10 tons of sand, 6 tons of rock, limestone, prairie hay, crushed pecan shells and even Terra Blues® (available on board JetBlue flights) to help achieve the blue hue of the JetBlue logo. The image, best seen from the sky, features two of the most recognizable *Dallas* characters, JR Ewing (Larry Hagman) and Bobby Ewing (Patrick Duffy), as well as the iconic Southfork arch and the message "Dallas Welcomes JetBlue." The installation will be in place through July 31 and was unveiled at a private event held on June 1st in Dallas.

"Dallas has a reputation for being larger than life, from the characters and the scheming to the power struggles and the backstabs," said Tricia Melton, Senior Vice President of Entertainment Marketing for TNT, TBS and Turner Classic Movies (TCM). "Nothing is done on a small scale with the Ewing clan, so when we thought about how the Ewings would welcome JetBlue to Dallas, we knew the message had to be big and bold. This five-acre environmental installation embodies not only the Ewing spirit but also the dramatic impact of the TNT brand and the quirky, fun personality of the JetBlue brand."

All JetBlue customers will also enjoy special *Dallas* content on board, including commentary from the series cast and a behind-the-scenes look at Herd's Earthwork installation on individual seatback TVs with 36 free channels of DirecTV. Customers will also be able to watch the pilot episode of TNT's new *Dallas* onboard in July, and can learn more about *Dallas* on their seat-back cards. The airline's best-in-class inflight crewmembers will make special announcements as flights pass over the installation, encouraging passengers to take a peek.

"We are thrilled to receive this Dallas-size welcome from TNT and the cast of Dallas," said JetBlue's Manager of Regional Marketing Jace Hieda, "This partnership is a perfect example of how we try to make the flying experience more enjoyable for our customers with fun extras and entertaining experiences. It also presented us with an opportunity to tell the story of our launch into DFW in a unique way - flying to DFW has never been so affordable or fun!"

Coinciding with TNT's premiere of *Dallas* on Wednesday, June 13, and to celebrate the May 1 launch of three daily flights between Boston and Dallas/Fort Worth, JetBlue is offering fares as low as $140 June 4 through 6, 2012 at www.jetblue.com for travel between BOS and DFW from June 18, 2012 and November 14, 2012 (a.). DFW is JetBlue's 3rd BlueCity in Texas, adding to the list of Austin and Houston and easy connections via Boston can also be made from other cities including New York, Washington, D.C. and more.

(Link to Video & Photos - http://blog.jetblue.com/?p=21790)

About TNT's *Dallas*

The one and only *Dallas* is back with more great drama. J.R., Bobby and Sue Ellen Ewing return to Southfork with their arsenal of secrets, schemes and betrayals. This time, they're joined by the next generation of Ewings, who take ambition and deception to a new level. The battle for power, love and Southfork erupts in the new *Dallas* on TNT, beginning with a two-hour series premiere **Wednesday, June 13, at 9 p.m. (ET/PT)**. The exciting drama stars **Josh Henderson** as John Ross, the son of J.R. and Sue Ellen Ewing; **Jesse Metcalfe** as Christopher, Bobby's adopted son; **Jordana Brewster** as Elena Ramos, John Ross' girlfriend; **Julie Gonzalo** as Rebecca Sutter, Christopher's fiancee; and **Brenda Strong** as Bobby's wife, Ann. They are joined by the original series' iconic stars: **Patrick Duffy** as Bobby Ewing, **Linda Gray** as Sue Ellen Ewing and **Larry Hagman** as J.R. Ewing. Shot on location in the title city, *Dallas* comes to TNT from **Warner Horizon Television**, with pilot writer **Cynthia Cidre** and **Michael M. Robin** serving as executive producers. TNT's *Dallas* is based upon the series created by David Jacobs.

About TNT

TNT, one of cable's top-rated networks, is television's destination for drama. Seen in 99 million households, TNT is home to such original drama series as *The Closer*, *Rizzoli & Isles*, *Falling Skies*, *Franklin & Bash*, *Leverage*, *Southland* and the upcoming *Major Crimes*, *Dallas*, *Perception* and *Monday Mornings*. The network also features dramatic unscripted originals like this summer's *The Great Escape* and the upcoming *Boston Blue* (w.t.) and *72 Hours* (w.t.). In

addition, TNT is the cable home to popular dramas like *The Mentalist*, *Bones*, *Supernatural*, *Las Vegas*, *Law & Order* and *Castle*, which starts this year; primetime specials, such as the *Screen Actors Guild Awards®*; blockbuster movies; and championship sports coverage, including NASCAR, the NBA and the NCAA Division I Men's Basketball Championship.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

About JetBlue Airways

JetBlue is the #1 airline in Boston, offering more flights to more destinations than any other carrier. The airline has other focus cities in Fort Lauderdale, Los Angeles, New York 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 (based on average fleet-wide seat pitch) 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 71 cities with 700 daily flights. 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.

(a) Fare includes government taxes and fees and must be purchased by 6/6/12 (the earlier of 11:59 PM ET or local) for flights between Boston, MA (BOS) and Dallas/Fort Worth, TX (DFW) on Tues. and Wed. only between 6/18/12- 11/14/12. 14-day advance purchase required. Fare is subject to availability; may not be available on all flights; may change without notice; must be purchased at time of reservation; and is one-way, nonrefundable and nontransferable. Reservations made one week or more prior to a flight's scheduled departure may be canceled without penalty up to 24 hours after the reservation is made. First checked bag is free (weight and size limits apply). Fare does not include fees for oversized/overweight/extra baggage or other fees for products/services sold separately. To view baggage fees and other optional services and fees, click here. $20 fee per person applies to fares (not Award flights) purchased by phone or at an airport or ticket office. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited); $100 change/cancel fee per person will apply, and for changes, there may be a fare adjustment. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Other restrictions apply.

Connect with TNT

Website: www.tntdrama.com
Pressroom: http://www.tntnewsroom.com
Facebook: http://www.facebook.com/TNTWeKnowDrama
Twitter: http://www.twitter.com/TNTweknowdrama | http://www.twitter.com/TNTPR

SOURCE JetBlue Airways

Powered by SITECORE