jetBlue

JetBlue Continues Support of Key Charitable Partners

Sep 27, 2012

JetBlue Continues Support of Key Charitable Partners

Proceeds from the airline's Bid For Good online auction powered by CharityBuzz.com and Swing for Good Golf Classic to benefit KaBOOM! and PBS KIDS --

NEW YORK, Sept. 27, 2012 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline, announced today its annual Bid for Good online charitable auction and Swing for Good Golf Classic, the airline's largest charitable fundraisers of the year. The 2012 Swing for Good and Bid for Good efforts will help JetBlue hit the $1 million mark for funds raised for a variety of its nonprofit partners since 2009. This year's proceeds will benefit KaBOOM!, a non-profit organization that envisions a great place to play within walking distance of every child in America; and PBS KIDS, the number one educational media brand for kids.

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

The Bid For Good online auction, Charitybuzz.com/JetBlueBidForGood, begins today and takes place through Oct. 18. This online auction provides customers the chance to bid on luxurious all-inclusive JetBlue Getaways vacation packages, exclusive access to VIP sporting events, signed memorabilia and other one-of-a-kind experiences.

Bid for Good auction items include:

- A chance to throw the first pitch at a Boston RedSox game,
- VIP tickets to The Tonight Show with Jay Leno in Los Angeles,
- An Eli Manning signed jersey,
- Four passes to the 2013 PGA Championship,
- Super Bowl 2013 tickets,
- Tickets to the 2013 Academy of Country Music Awards,
- MTV Movie Award tickets,
- Pit passes at a NASCAR race,
- A private PBS KIDS party featuring a live musical performance by PBS KIDS Host Mr. Steve,
- VIP tickets to Late Night with Jimmy Fallon in New York City, and much more.

"Education and community engagement are at the heart of all of JetBlue's corporate social responsibility programs," said JetBlue CEO and Swing For Good Golf Classic Chairman Dave Barger. "Along with our long-standing partners KaBOOM! and PBS KIDS, we have a continued commitment to building stronger communities. Each year we look forward to friendly competition with our business partners at the Swing for Good Golf Classic as we join together to make a difference."

"These events are terrific opportunities for anyone to join our movement to save play while also having a little fun themselves," said KaBOOM! Founder and CEO Darell Hammond. "As a valued National Partner, we are grateful for JetBlue's ongoing support of our shared belief that every child deserves a great place to play."

"PBS KIDS is honored to have been selected by JetBlue to be a recipient for the 2012 Bid for Good auction and Swing for Good Golf Classic," said PBS KIDS Senior Vice President, Children's Media, Lesli Rotenberg. "We value and appreciate JetBlue's continued support of our mission to encourage children in communities nationwide to explore a world of possibilities through educational media."

The Swing For Good Golf Classic will be held on Tues, Oct. 9 at Bethpage Golf Course and will feature corporate sponsors uniting to raise funds for KaBOOM! and PBS KIDS. Partnership opportunities for the Swing for Good Golf Classic are available and range from presenting sponsor to a single playing position. Visit Jetblue.com/about/corporate-social-responsibility/swing-for-good/ for more information.

Swing for Good began in 2009 to build awareness for JetBlue's charitable partners. JetBlue created Bid for Good in 2010 as an extension of the golf event to further increase exposure for the benefiting charities and their work in the community.

About PBS KIDS

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online and community-based programs. For more information on specific PBS KIDS programs supporting literacy, science, math and more, visit PBS.org/pressroom, or follow PBS KIDS on Twitter and Facebook.

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! in 1996 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 90,000 places to play, built more than 2,100 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 *The New York Times* Best Seller *A Movement to Save Play*. The book, recently released in paperback, details how businesses and communities can work together to save play for children across the country. All author proceeds support KaBOOM!. For more information, visit www.kaboom.org.

About JetBlue Corporate Social Responsibility

At JetBlue Airways, our commitment to corporate social responsibility goes beyond raising cause awareness. We are dedicated to developing impactful charitable partnerships, supporting and aligning ourselves with the communities in the cities we serve, and creating significant volunteer experiences for our crewmembers. Our focus is to create programs and opportunities and fully engage our resources to connect with our communities within the areas of Youth & Education, Community, and the Environment. In addition, we align our efforts to reflect the diverse interests and core values of our business by striving to enrich the lives of others. Moving forward, we will sustain JetBlue's charitable efforts through continuous support and unique programs that help promote positive social and environmental change.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, Orlando and San Juan. 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 and plans to launch service to Providence, Rhode Island, as well as Cartagena, Colombia; Grand Cayman, Cayman Islands; and Samana, Dominican Republic this November, subject to receipt of government approval, as well as to Charleston, South Carolina in early 2013. 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 (TTY/TDD +1 800-336-5530) from the USA, 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