JetBlue Airways Shares its Love with New York City This Valentine's Day!

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Follow @JetBlue on Twitter for clues starting at 8 a.m. Feb. 7 for a chance to win Big Hunka Love Bears from Vermont Teddy Bear and JetBlue flights (a) --

NEW YORK, Feb. 6, 2013 /PRNewswire via COMTEX/ --JetBlue Airways (Nasdaq: JBLU), the airline that loves its customers every day of the year, is teaming up with Vermont Teddy Bear to share even more love this Valentine's Day with a unique contest. New York's Hometown Airline™ asks its customers to follow @jetblue on Twitter tomorrow when JetBlue "bears" its love for the Big Apple and announces clues to great prizes at New York's most romantic locations.

(Photo: http://photos.prnewswire.com/prnh/20130206/NY55346)
(Logo: http://photos.prnewswire.com/prnh/20110216/NY49312LOGO)

Tomorrow, Feb. 7 starting at 8 a.m. ET, the airline will issue a Tweet from @jetblue that provides a clue to one of the 10 most romantic locations around town. Each location will be marked by a four-and-a-half foot tall Big Hunka Love Bear from Vermont Teddy Bear. The first person to show up at each location and correctly use the secret code word that's Tweeted along with the clue, wins the bear and roundtrip flights for two to any of JetBlue's 75 destinations. In addition, each winner will receive a pair of roundtrip tickets to share the love further and donate to their charity of choice.

To showcase its love for all JetBlue customers, including those not in New York City, the airline also announces a photo contest on Twitter. Tomorrow through Wednesday, February 13, 2013, Tweet @jetblue with an image that shows love for any of JetBlue's 75 cities using the hashtag "#LoveYourBlueCity" for a chance to win one of three trips for two to any JetBlue destination (b). The winners, along with the winning photos, will be announced on Valentine's Day at blog.jetblue.com.

"Love is something we show our customers every day, and Valentine's Day is the perfect time to take our love to new heights with this fun engagement," said JetBlue's Regional Marketing Manager Ariana Pernice. "We look forward to a heart-warming and fun day tomorrow, and encourage all New Yorkers to participate!"

"Vermont Teddy Bear has been helping to make Valentine's Day special for over 30 years," said Jay Bruns, vice president of brand marketing for Vermont Teddy Bear, "so helping JetBlue share the love by having a giant Vermont Teddy Bear at the most romantic destinations in New York City makes for a perfect fit."

JetBlue's love affair with New York started in 1998 when the airline was first founded. In 2000, JetBlue affectionately took to the skies with service between John F. Kennedy international airport and Buffalo. The airline is now the largest domestic airline at JFK, operating more than 150 nonstop flights daily to 56 destinations throughout the United States, the Caribbean and Latin America. New York's romance with JetBlue runs deep as the only commercial carrier headquartered in the Big Apple and the first company to co-brand the iconic I HEART NY logo.

JetBlue shares the love each and every day of the year, with its award-winning service; convenient, assigned, comfy leather seating; a first-checked bag free (c); more than 140 channels of complimentary live television and radio on personal seatback screens (d); and more legroom than any other carrier in coach (e). The airline, well-known for its superior and personable customer service, also offers a free and unlimited assortment of name brand snacks and drinks for the ride.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ with other focus cities in Boston, Fort Lauderdale, Los Angeles (Long Beach), San Juan and Orlando. Known for its award-winning service and free inflight entertainment 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 75 cities with 750 daily flights and plans to launch service to Charleston, S.C., Albuquerque, New Mexico, and Philadelphia, Pennsylvania in 2013, as well as Medellin, Colombia, subject to receipt of government operating authority. 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), or visit www.jetblue.com.

(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 begins at 8:00:01 AM EST February 7, 2013 and ends at 6:00:00 PM EST on February 7, 2013. Sweepstakes open to legal residents of New York (all five boroughs), aged 18 years older at the time of entry. Odds of Winning are dependent upon the number of eligible entries received. Void outside New York (all five boroughs) and where prohibited. See Official Rules at http://blog.jetblue.com/?p=25293. Sponsor: JetBlue Airways, 27-01 Queens Plaza North, Long Island City, NY 11101. All rights reserved.*

(b) ***NO PURCHASE OR PAYMENT OF MONEY NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE OR PAYMENT WILL NOT INCREASE***

YOUR CHANCES OF WINNING. *Contest begins at 12:00:01AM EST February 7, 2013 and ends at 11:59:59 PM EST on February 13, 2013. Contest open to legal residents of fifty (50) United States and District of Columbia, aged 18 years older at the time of entry. Odds of Winning are dependent upon the number of eligible entries received. Void outside United States, the District of Columbia and where prohibited. See Official Rules at http://blog.jetblue.com/?p=25291. Sponsor: JetBlue Airways, 27-01 Queens Plaza North, Long Island City, NY 11101. All rights reserved.*

(c) Weight and size limits apply. Bag fee may apply to itineraries including flights operated or marketed by other airlines.

(d) Live satellite TV and radio programming is not available on flights outside the continental U.S.

(e) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

Reservations
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www.jetblue.com

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