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JetBlue will Host Season Takeoff Rally Today in Faneuil Hall -

NEW YORK, Oct. 1, 2013 /PRNewswire/ -- JetBlue Airways (Nasdaq: JBLU) today announced that is has reached a multi-year agreement to become "The Official Airline of the Boston Bruins" NHL team, in addition to the airline's role as Official Airline of the Bruins' home, TD Garden. The agreement kicks off tomorrow at historic Faneuil Hall in downtown Boston, where JetBlue will host the 2013-2014 Bruins Season Takeoff Rally.

"JetBlue is thrilled to be connected to such a storied franchise like the Boston Bruins and we look forward to many years of fun and excitement together," said JetBlue senior vice president marketing and commercial strategy Marty St. George, a Boston native.

The Season Ticket Rally is free and open to all Bruins fans. Those who attend may enter to win Bruins and JetBlue prizes, including JetBlue travel and TrueBlue points. Bruins fans can register at BostonBruins.com/JetBlue or at the Faneuil Hall rally to "Get Your Boarding Pass" for JetBlue travel and Bruins memorabilia. The event begins at 1:30 p.m.

JetBlue, the largest airline at Boston Logan Airport, will also start service at Worcester Regional Airport on November 7. JetBlue offers more than 100 daily flights in Boston to 49 destinations and employs more than 2,000 crewmembers in Boston.

About JetBlue Airways

As New York's Hometown Airline™ and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan, JetBlue carries 29 million customers a year to 79 cities in the US, Caribbean and Latin America with more than 700 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. JetBlue's fleet totals 188 aircraft, comprising 129 Airbus A320s and 59 Embraer E190s. Upcoming destinations include Savannah, Ga.; Worcester, Mass.; Port-au-Prince, Haiti; Port of Spain, Trinidad and Tobago; and Lima, Peru, subject to receipt of government approval. For more information please visit JetBlue.com.

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