JetBlue Brings a Little Greenery to Your Scenery With Seventh Annual "One Thing That's Green(TM)" Campaign

Apr 07, 2014

JetBlue Brings a Little Greenery to Your Scenery With Seventh Annual "One Thing That's Green(TM)" Campaign

Rooted in Humanity, the Airline Partners With New York Restoration Project and Charles River Watershed Association to Encourage a Healthier Planet

NEW YORK, NY -- (Marketwired) -- 04/07/14 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, today announces its seventh annual "One Thing That's Green" (OTTG) campaign. This year's initiative will bring a little greenery to the scenery of several BlueCities. Customers and crewmembers throughout JetBlue's network are encouraged to vote to spruce up their local communities with green spaces. JetBlue is continuing its long-standing partnership with New York Restoration Project (NYRP) and the MillionTreesNYC initiative for a tree-planting event in New York. The airline will also align with Charles River Watershed Association, Seventh Generation and Bobble to clean up Boston's Charles River.

Throughout the month of April, customers and community members can visit Facebook.com/JetBlue to vote for JetBlue's next green space. Customers can vote by selecting their favorite BlueCity from the route map on the One Thing That's Green Facebook tab. Customers will be able to vote multiple times for the BlueCity they hope will receive the next green space after liking JetBlue's Facebook page. JetBlue will announce the community it has selected on May 1 and the green space builds will take place in the fall.

"Our annual One Thing That's Green campaign literally breathes new life into local communities. This year we are asking our customers where they would like to see more greenery and vibrant green spaces in their local neighborhoods," said Icema Gibbs, JetBlue's director corporate social responsibility. "Over the past seven years, we've played a small part in creating a healthier planet by planting more than 3,000 trees and cleaning 35,000 tons of trash in New York City. Our goal is to improve air quality and enhance the local communities where we live and serve. This year, we will add Boston to our efforts and provide a day of fun and festivities as our crewmembers and neighbors help clean the beloved Charles River."

To celebrate Earth Day, the airline will plant trees and participate in community clean-ups in New York and Boston. On April 19, crewmembers and customers will work together to plant trees right in JetBlue's backyard in Queens, New York. More than 250 volunteers will work side-by-side to plant 100 trees, clean up public spaces and beautify a garden in New York City Housing Authority's (NYCHA) Woodside Houses in Woodside, Queens. This tree-planting event is an important step in the continued rebuilding of New York City's tree canopy.

"Over the years, our annual plantings with JetBlue gave root to more than 3,500 trees throughout the city, and brought over 3,000 New Yorkers together for a great, common cause," said Deborah Marton, NYRP's executive director. "We're looking forward to continuing this wonderful tradition and demonstrating how great partnerships can make our city stronger, healthier, and more beautiful."

On April 26, 1,200 crewmembers, customers and community members will also volunteer to help clean up the Charles River in Boston. JetBlue will also host a celebration festival at the Hatch Shell on the River and will raffle tickets to attendees. Community members can register at www.charlesriver.org to participate from 9:00 a.m. to 12:00 p.m. Charles River Watershed Association was formed in 1965 in response to public concern about the declining condition of the Charles River. Initiatives over the last four decades have dramatically improved the quality of water in the watershed.

"We are thrilled the 15thAnnual Earth Day Charles River is part of JetBlue's One Thing That's Green campaign this year. This collective effort further exemplifies how citizens and businesses can come together and make a positive impact in our communities through environmental stewardship," said Charles River Watershed Association Executive Director, Robert Zimmerman, Jr.

This year's One Thing That's Green campaign solidifies JetBlue's rooted in humanity environmental responsibility stance. Environmental responsibility and its connection to sustainability are key pillars of JetBlue's corporate responsibility platform. Since 2008, more than 3,000 JetBlue crewmembers and customers have planted more than 3,500 trees and cleaned nearly three tons of trash in areas including in East Harlem, Manhattan; Forest Hills, Queens; Jamaica, Queens; Highland Park, Brooklyn/Queens and Long Island City, Queens in an effort to rebuilding New York and its communities.

Created by JetBlue to encourage healthier communities through a healthy planet, the One Thing That's Green annual campaign highlights the airline's commitment to environmentalism and giving back in the communities it serves. The day-long tree planting events in New York and Boston will take place rain or shine and will include giveaways, complimentary breakfast and lunch, and family-fun activities.

About New York Restoration Project

Founded by Bette Midler in 1995, New York Restoration Project (NYRP) is a non-profit organization dedicated to transforming open space in under-resourced communities to create a greener, more sustainable New York City. Unlike traditional conservancies that care for a specific place, NYRP is the only New York City conservancy that works citywide, bringing private resources to spaces that lack adequate municipal support. NYRP is also the leading private partner of the City of New York in MillionTreesNYC -- an initiative to plant and care for one million new trees throughout New York City's five boroughs by

2015. To learn more, please visit www.nyrp.org.

About Charles River Watershed Association

Charles River Watershed Association's mission is to use science, advocacy and the law to protect, preserve and enhance the Charles River and its watershed. One of our country's first watershed organizations, CRWA formed in 1965 in response to public concern about the declining condition of the Charles River. Since its earliest days of advocacy, CRWA has figured prominently in major clean-up and watershed protection efforts that have dramatically improved the health of the Charles.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries 30 million customers a year to 85 cities in the U.S., Caribbean and Latin America with an average of 825 daily flights. JetBlue was the first U.S. airline to allow customers to use their personal electronic devices throughout all domestic flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For more information please visit www.JetBlue.com.

Media Contacts
JetBlue Corporate Communications
Tel: +1 718 709 3089
corpcomm@jetblue.com

Source: JetBlue

Powered by SITECORE