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Actress and Singer-Songwriter Joins Award-Winning Soar With Reading Program, Encourages Fans to Help A Worth of Books to Children in Need

NEW YORK, NY, Jul 01, 2014 (Marketwired via COMTEX) -- JetBlue Airways today announces that actress and singer-songwriter Victoria Justice is joining the airline and Random House Children's Books on their joint cai summer months.

JetBlue's fourth annual Soar with Reading program kicked off last month. This award-winning, national summer literacy initiative in partnership with Random House Children's Books and Mary Pope Osborne, bestsellin provide age-appropriate books to children in underserved areas. Justice will generate additional awareness for the initiative through videos, social media engagement, and an event appearance. She will encourage her up to $500,000 worth of Magic Tree House books to kids nationwide.

Soar with Reading is focused on inspiring and sharing the gift of reading, starting at the grade-school level. JetBlue is taking reading on the road and to the skies with a nationwide tour, currently underway, to celebrate the various communities it serves.

"Reading has been one of my favorite hobbies for as long as I can remember. I realize how lucky I am to have access to all sorts of books. Not everyone has that opportunity, which is why programs like JetBlue's Soar wit provides an escape from my hectic schedule and allows me to constantly learn and explore new things and places. I'm thrilled to help inspire kids to read this summer."

To reach as many people nationwide as possible, JetBlue and Justice will release short videos about why reading is important to her, which will live on SoarwithReading.com. Finally, Justice will take to her Twitter accou base about the Soar with Reading program and the importance of literacy, inspiring kids to read throughout their summer vacation and beyond.

For the second year in a row, JetBlue is working with Random House Children's Books and bestselling author Mary Pope Osborne, known for her Magic Tree HouseÂ® series which features the adventures of brother-sist to help donate up to $500,000 worth of Magic Tree House books to kids in need by guessing where Jack and Annie are traveling. To place a guess, consumers can discover clues on their whereabouts in three ways -- by Reading mobile app, and through the inflight TV entertainment on JetBlue flights. Each guess triggers a book donation on behalf of the participant.

"It's important for kids to have positive role models and we are so thrilled to partner with someone like Victoria Justice to help inspire children to read this summer. She will help bring enhanced awareness to our progr Gibbs, JetBlue's Director of Corporate Social Responsibility. "Victoria will be an important voice in our mission to tackle national literacy. Like JetBlue, Victoria is extremely passionate about this cause."

To learn more about JetBlue's Soar with Reading Program, review the event schedule, and download reading activities, visit SoarWithReading.com.

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 more than 30 million customers a year to 86 cities average of 825 daily flights. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (subject to weight and size limits and exceptions for itinerarie airlines). For more information please visit JetBlue.com.

ABOUT RANDOM HOUSE CHILDREN'S BOOKS

Random House Children's Books is the world's largest English-language children's trade book publisher. Creating books for toddlers through young adult readers, in all formats from board books to activity books to pict Random House Children's Books bring together award-winning authors and illustrators, world-famous franchise characters, and multimillion-copy series. The company's website, Kids @ Random (www.randomhousel resources for children, teens, parents, and educators. Random House Children's Books is a division of Random House LLC, a Penguin Random House Company.

ABOUT MAGIC TREE HOUSEÂ®

Widely regarded among parents, teachers, and librarians for its power to instill a passion for reading, Mary Pope Osborne's award-winning Magic Tree House series is an international phenomenon and has sold more th and has been translated into 33 different languages in over 30 international markets. There are currently 52 Magic Tree House books and 29 Fact Trackers, the nonfiction companions to the fiction titles. All Magic Tree H Listening Library audio books, which are all narrated by Mary Pope Osborne. The Magic Three House Fact Trackers is a best-selling series of non-fiction books that expand on the Magic Tree House fiction. Mary's husbar eight titles. Her sister, Natalie Pope Boyce, now writes the non-fiction and has completed more than twenty additional titles. These books give children an appreciation for the wonders of the "real" world and inspire a cu science.

ABOUT VICTORIA JUSTICE

Victoria Justice is starting 2014 off strong, starring in MTV's cyber thriller "Eye Candy" as well as the Indie Rom-Com "Naomi + Ely's No Kiss List." Justice gained popularity for her leading role in her own hit Nickelodeor showcase her acting talents in Nickelodeon's "iCarly" and "Zoey 101," as well as guest appearances on "The Penguins of Madagascar," "The Troop," "Everwood," and "Gilmore Girls." She can also be seen in the Screen Gem Justice has also become a budding sensation in the music world. Last year she played to over 200,000 fans on the "Summer Break Tour" where she continued to please her fans, captivating one city at a time. Justice cor million followers combined.

PHOTO/VIDEO CAPTIONS:

JetBlue Airways enlisted actress and singer-songwriter, Victoria Justice, to support its Soar with Reading, national literacy initiative. Victoria will participate in local events, encourage her fans to help the airline donate and appear in videos about the program. (Photos and videos courtesy of JetBlue Airways).

1. Avid reader Victoria Justice shares how reading has shaped her career in a video for JetBlue's Soarwith Reading Program. (Video)
2. Bookworm, Victoria Justice, shares one of her favorite books with fans for JetBlue's Soar with Reading Program. (Image 1)
3. JetBlue and Victoria Justice partnered to share the gift of reading with customers through a series of videos and encourage them to help the airline donate $500,000

Video Available:

http://vimeo.com/99548177#at=1

Image Available: http://www.marketwire.com/library/MwGo/2014/7/1/11G017743/Images/Image_2-170179868333.jpeg

Image Available: http://www.marketwire.com/library/MwGo/2014/7/1/11G017743/Images/Image_1-1239876005446.jpg

Embedded Video Available: http://youtu.be/LURX8RrPlrc

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