JetBlue's Sixth Annual "Swing For Good" Golf Classic Raises Funds for Youth-Focused Charitable Partners

Oct 01, 2014

JetBlue's Sixth Annual "Swing For Good" Golf Classic Raises Funds for Youth-Focused Charitable Partners

Swing For Good Golf Classic and Bid For Good Online Auction Gives Partners and Customers a Chance to Play Golf and Bid on One-of-a-Kind Items With Proceeds Benefitting City Year, DoSomething.org and the JetBlue Foundation

NEW YORK, NY -- (Marketwired) -- 10/01/14 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline, today announces its sixth annual Swing For Good Golf Classic and Bid For Good online charitable auction, the airline's major fundraising campaign of the year. This year's recipients are the youth-focused non-profits City Year, DoSomething.org and the JetBlue Foundation.

Swing For Good is an annual fundraiser joining JetBlue executives, crewmembers and business partners with the ultimate goal of making a difference and raising funds for charitable organizations focused on youth and education.

JetBlue's annual charitable fundraising initiative includes a golf classic as well as an online Bid For Good auction -- CharityBuzz.com/jetbluebidforgood -- with one-of-a-kind experiences available for bidding and proceeds benefiting worthy causes. Over the past six years, the Swing For Good and Bid For Good campaign has raised more than $2 million for several charitable partners. Last year, JetBlue donated a total of $500,000 to KaBOOM! and First Book.

JetBlue welcomes two new recipients this year, City Year and the JetBlue Foundation. City Year works in low-income communities across the nation to support children who face the greatest risk of dropping out of school. Working side-by-side with teachers, City Year's corps members serve full-time, before, during, and after school to help students stay engaged in learning and on track to graduate. The JetBlue Foundation, a company-sponsored private foundation, encourages and advances aviation-related education while continuing the airline's efforts to place aviation top-of-mind as a career choice for students. The aviation-focused foundation's mission is to ignite interest in science, technology, engineering and mathematics (STEM) programs.

DoSomething.org returns for the second time as a beneficiary. DoSomething.org empowers young people to take action in their community around any cause.

"Swing For Good is JetBlue's largest charitable fundraiser of the year. Each year we join our business partners, customers and crewmembers to raise awareness and more importantly funds for worthy youth-focused charities," said Robin Hayes, president, JetBlue Airways. "Youth, education and community are core pillars of our corporate responsibility platform. Our dedication to the communities we serve goes beyond one day on the golf course. The funds raised will encourage service as well as STEM and aviation education for years to come."

"Providing an opportunity for all of our nation's young people to fulfill their potential and receive a high school diploma is central to City Year's mission," said Erica Hamilton, vice president and executive director, City Year New York. "We are grateful to JetBlue for standing behind this important work and helping more children stay in school and on track to graduate."

The Swing For Good Golf Classic will be held on Wednesday, October 1 at Bethpage State Golf Course in Bethpage, NY and the Bid For Good online auction takes place through October 16. Also, customers can bid online starting today on a wide range of exclusive packages including once-in-a-lifetime internships, deluxe JetBlue Getaways vacation packages, access to VIP sporting events and other exclusive experiences. Bid for Good auction items include experiences such as:

- An internship at DoSomething.org for one month
- A trip to the Boston Red Sox's 2015 Spring Training
- A chance to run in the 2015 Boston Marathon
- Throw the ceremonial first pitch at a 2015 regular season Boston Red Sox game
- The Ultimate Teen Package -- Amusement Park Tickets, Teen Celeb Meet & Greet, & Award Show Tickets

"We're launching 200 campaigns this year to activate our nearly 3 million members on causes they care about. Unfortunately, they can't run on Terra Blues chips alone. We love JetBlue for helping us make the world suck less," said Nancy Lublin, chief executive officer, DoSomething.org.

"At JetBlue, we believe inspiring the future generation of aviators starts with us. The funds provided to the Foundation will truly be the difference in the lives of young men and women who want to make an impact on our industry," said Joanna Geraghty, president of The JetBlue Foundation. "The JetBlue Foundation encourages Science Technology Engineering Mathematics (STEM) education early in a student's path and the Foundation provides more than just monetary support and grants. It provides relationship building opportunities between aviation professionals and students. At the end of the day, it's about giving these students the opportunity to succeed, while also ensuring our industry's future is in good hands."

About City Year

City Year is an education-focused, nonprofit organization founded in 1988 that partners with public schools and teachers to help keep students in school and on track to succeed. In 25 communities across the United States and through two international affiliates, this innovative public-private partnership brings together teams of young AmeriCorps members who commit to a year of full-time service in schools. Corps members provide individual support to students who need extra care and attention, focusing on attendance, behavior, and course performance through in-class tutoring, mentoring, and after-school programs.

About DoSomething.org

DoSomething.org makes the world suck less. One of the largest orgs for young people and social change, our 2.8 million members tackle campaigns that impact every cause, from poverty to violence to the environment to literally everything else. Any cause, anytime, anywhere. **mic drop*

About The JetBlue Foundation

Founded in 2013, the JetBlue Foundation is committed to supporting aviation-related education in general and Science Technology Engineering Mathematics (STEM) in particular, and fostering effective programs that empower and provide opportunities to underserved students and communities. The Foundation will provide learning opportunities for underserved groups by working hand-in-hand with local and national education institutions that support and foster aviation-related programs. For more information, please visit www.jetblue.com/inspiringhumanity.

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 in the U.S., Caribbean, and Latin America with an average of 850 daily flights. New service to Curacao begins in December. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first bag is included with your standard fare (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). For more information please visit JetBlue.com.

MEDIA CONTACTS
JetBlue Corporate Communications
Tel: +1 718 709 3089
corpcomm@jetblue.com

Reservations
+1 800 JETBLUE (538 2583)
TTY/TDD: +1 800 336-5530
www.jetblue.com

Source: JetBlue

Powered by SITECORE