JetBlue Takes Its Mission to the Skies With Flying It Forward

Nov 03, 2014

JetBlue Takes Its Mission to the Skies With Flying It Forward

Airline's Mission to Inspire Humanity Is Brought to Life Through Traveling Ticket, Enabling Customers to Spread Goodness From One to the Next

NEW YORK, NY -- (Marketwired) -- 11/03/14 -- JetBlue Airways (NASDAQ: JBLU) today launches Flying It Forward, a social movement inspired by its own crewmembers and carried on by customers passing along one ticket on a continuous journey throughout the JetBlue network. Flying It Forward fliers are fulfilling a dream, joining a humanitarian effort or making a meaningful impact on the world. The program starts with an act of humanity and a great story to tell; awarding a flight to a deserving individual. Once a trip is complete, the flier will then pass that opportunity on to the next traveler they help select, continuing a chain of goodness that will travel throughout the JetBlue network. JetBlue and its ad agency, Mullen, developed this program to create a tangible manifestation of the brand's mission -- to inspire humanity.

To celebrate the launch, JetBlue released a video featuring the first four fliers to participate in Flying It Forward: http://bit.ly/JB_FIF. Highlighting the virtues of the program, the video also calls for the public to submit their own nominations for deserving travelers for the next fliers to choose from so they can continue Flying It Forward.

The Flying It Forward site will be the hub of all conversations and activity, documenting each flier's story and encouraging consumers to share their nominations. Twitter serves as the lead social platform, where consumers submit or nominate stories using #FlyingItForward. New winners will be selected by the previous fliers and announced as the Flying It Forward ticket travels across the JetBlue network.

"It's easy to get caught up in the mechanics of travel and overlook the reasons *why* people travel. Everyone travels for their own reasons. It's those stories, those connections with individuals that inspire us all." said Marty St. George, JetBlue's senior vice president of commercial. "At JetBlue, we have the means to facilitate those human connections. With Flying It Forward, we're pulling the humanity and goodness that already exists to the forefront by making the sharing of these stories possible. It's easy to say our mission is to inspire humanity, but it's quite a feat to make that mission known and felt."

As a brand dedicated to treating people with humanity, evidenced by its consistent delivery of unparalleled customer service, JetBlue looked to its crewmembers to unearth stories of potential Flying It Forward nominees. These crewmembers played a critical role in providing the foundation for today's launch.

To date, JetBlue crewmembers have enabled the ticket to travel between four fliers from Chicago, New York, Seattle and Haiti. Stories span the themes of inspiration, resilience and perseverance, the pursuit of one's passion, and dedication to youth education and community relations. One of the featured fliers includes Louis Elneus, who established the first public library in Haiti. Nominated by Crewmember Jay Sequiera, Louis returned to Haiti to deliver new books for the start of the school year as he continues to inspire youth education and literacy.

"I believe that when we pass on and spread goodness, we've prolonged humanity," said Louis Elneus, founder of Haiti Lumiere de Demain, which provides Haiti's rural communities with the educational tools necessary to build a more prosperous future. "I hope that what we do will motivate more people and encourage all those involved with Flying It Forward to continue inspiring others."

And now JetBlue is enlisting the public to help continue this journey. Consumers can follow the stories as they unfold at jetblueflyingitforward.comand help write the next chapter by submitting their own entry or by nominating a story through Twitter using #FlyingItForward.

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., the 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

Source: JetBlue

Powered by SITECORE