JetBlue's Sixth Annual "Swing for Good" Charitable Fundraising Campaign Raises $600,000 for Youth-Focused Charitable Partners

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NEW YORK, NY -- (Marketwired) -- 12/03/14 --

-- DoSomething.org, City Year and the JetBlue Foundation Will Receive Funding for Community Based Initiatives --

-- Since 2008, JetBlue has Donated $2.1 Million to Youth and Community Focused Charities --

JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline, today announced the results of its annual Swing for Good charitable fundraising campaign, the airline's largest charitable fundraiser of the year. The campaign includes the annual Swing For Good Golf Classic and the Bid For Good online charitable auction. This year's sixth annual initiative marks the most successful campaign to date, as business partners, crewmembers and customers joined to raise $600,000 for three non-profit organizations -- DoSomething.org, City Year and the JetBlue Foundation. Each nonprofit partner will receive $200,000, enabling them to continue their youth empowerment programs and community initiatives and outreach.

Since 2008, JetBlue has raised more than $2.1 million for a range of charitable organizations. The Swing for Good campaign began as an effort to build awareness for JetBlue's various charitable partners. The Golf Classic started as friendly competition between JetBlue and its business partners to make a difference for children throughout JetBlue's network. JetBlue then added the Bid for Good online charitable auction, powered by Charity Buzz, in 2010 as an extension of the golf outing. Bid For Good provides an online option for those that cannot attend the Golf Classic but would still like to give to worthy causes.

"JetBlue is dedicated to inspiring humanity in the various communities we serve and we encourage our business partners and crewmembers to join us in this mission," said Robin Hayes, JetBlue's president. "We believe in making a difference on a local and national level for a global impact. The airline is continuing to grow, so it is only fitting that our support for deserving, worthy non-profit partners also increases. This year's campaign has been the most successful to date. On behalf of our 16,000 crewmembers, JetBlue is excited to provide $600,000 to three organizations that focus on youth empowerment and community."

DoSomething.org, which empowers young people to take action in their communities, returned for the second time as a beneficiary. JetBlue also welcomed two new beneficiaries 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. While the JetBlue Foundation, a company-sponsored private foundation, encourages and advances science, technology, engineering and mathematics (STEM) programs and aviation-related education while continuing the airline's efforts to place aviation top-of-mind as a career choice for students.

All three organizations plan to put these funds to good use.

- DoSomething.org will now have the resources to fund and activate more than 100,000 young people to take action on causes like education, literacy and the environment. The organization will also fund multiple scholarships for members who take action and want to continue their education.
- City Year will use these funds for the implementation of the Whole School, Whole Child Program. Thanks to JetBlue's support, City Year will have additional resources to deploy a corps of diverse, idealistic volunteers to support off-track students in classrooms across the country. City Year AmeriCorps members provide support through academic, attendance and behavior coaching and mentoring before, during and after the school day. Additionally, funds received through the JetBlue Swing for Good campaign will be used to sponsor a City Year team of 10 AmeriCorps members at PS 112 in Long Island City, Queens which serves 481 students. JetBlue's donation will support this training, professional development and intervention work for a full year of service.
- The JetBlue Foundation will utilize this donation to provide grants to schools and educational alliances focusing on STEM and aviation-related programs. The Foundation will continue the airline's efforts to place aviation top-of-mind as a career choice for students by igniting interest in science, technology, engineering and mathematics (STEM) programs, especially among underserved groups and communities.

JetBlue believes it has a corporate responsibility to provide excellent service both in the air and on the ground. As a responsible corporate citizen, JetBlue works with a variety of nonprofit partners to make a difference in the communities it serves. This commitment to inspire humanity is how the airline conducts business every day. JetBlue works hand-in-hand with local, national and global organizations, connecting communities within its areas of commitment: youth and education; community and the environment.

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 87 cities in the U.S., Caribbean, and Latin America with an average of 825 daily flights. For more information please visit JetBlue.com.

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