JetBlue Named Title Sponsor of Long Beach Marathon

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Airline Reaffirms Its Commitment to Long Beach Focus City With New Three Year Agreement With Run Racing

LONG BEACH, CA -- (Marketwired) -- 04/15/15 -- JetBlue and Run Racing today announced a new agreement making the airline the title sponsor of the Long Beach Marathon through 2017. This as JetBlue, the largest carrier at Long Beach Airport, marks a decade of support and involvement with Southern California's premiere fall marathon. This year's events will take place Friday, October 9 through Sunday, October 11.

JetBlue's title sponsorship builds on a relationship that began in 2005, when the airline became a sponsor of the Long Beach Marathon. Each year JetBlue and Run Racing have paired to create a top-notch athletic experience for the event's 25,000 participants. Additionally, Long Beach and other Los Angeles-area JetBlue crewmembers have taken part in the marathon as both participants and volunteers.

"As one of JetBlue's six focus cities and home to more than 700 crewmembers, Long Beach has been a special place for the airline since we started service here in 2001," said Lou Anthony, JetBlue's general manager at Long Beach Airport. "Over the last 14 years we've worked to be a good corporate citizen in the community by building relationships with fantastic organizations like Run Racing. We are incredibly proud to have the JetBlue name associated with this annual Long Beach tradition."

In total, JetBlue and Run Racing will welcome more than 50,000 people on race weekend to Long Beach for the marathon and other activities. Race weekend begins Friday with the opening of the Health and Fitness Expo. The new Aquarium of The Pacific 5K and Kid's Run will take place Saturday, and the JetBlue Marathon and Half Marathon, Bike Tour and Bike/Half Marathon Combo are set for Sunday.

"Having a nationally recognized brand like JetBlue become our Title Sponsor truly validates our Marathon event far beyond Southern California," said Bob Seagren, Run Racing CEO.

The Long Beach Marathon, which will celebrate its 31st year in 2015, is one of the most scenic in the Golden State. Starting and finishing in downtown Long Beach, runners will pass the Queen Mary, Rainbow Harbor, Marine Stadium, Blair Field and Long Beach State before being greeted by cheering friends, family and spectators at the Finish Line Festival.

About JetBlue Airways

JetBlue is the #1 airline at Long Beach Airport, midway between downtown L.A. and the attractions of Orange County. JetBlue has up to 32 daily departures, including frequent service to the Bay Area and other top destinations in the western U.S., including Portland, Seattle and seasonal service to Anchorage. JetBlue offers the airport's only transcontinental service, with flights to Boston and New York. With additional focus cities in Boston, Fort Lauderdale/Hollywood, New York, Orlando, and San Juan, JetBlue carries more than 32 million customers a year to 87 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights. Upcoming destinations include Cleveland on April 30; Reno-Tahoe, Nev. on May 28; Grenada on June 11; and Albany, N.Y. on December 10. For more information please visit jetblue.com.

About Run Racing/Long Beach Marathon

Led by Olympic Gold Medalist Bob Seagren, Run Racing specializes in the development, management and implementation of endurance, health, fitness and special events. Run Racing events include Race on the Base held in February; the American Heart Association OC Heart Walk/Run in March; the Long Beach Marathon & Half Marathon held in October; the We Run the City USC/UCLA 5K benefitting the Special Olympics held in November; the Dana Point Turkey Trot 10K & 5K held on Thanksgiving Day and the Holiday Half Marathon and 5K held in December. For more information please visit www.runlongbeach.com or www.runracing.com.

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