Best-Selling R&B Group of All Time Boyz II Men to Perform at JetBlue's Next Live From T5 Concert

Sep 02, 2015

Thursday, September 24, 2015 Will be "One Sweet Day" as the GRAMMY Award-Winning Group Performs a Selection of its Greatest Hits

NEW YORK, NY -- (Marketwired) -- 09/02/15 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, today announces an exclusive live performance by one of the most iconic singing groups of all time, Boyz II Men. The airline known for its award-winning customer experience will provide a very special concert by the GRAMMY Award-winning group on Thursday, September 24, 2015 at 5 p.m. at John F. Kennedy International Airport's Terminal 5. This concert will only be available to lucky travelers and concert ticket winners.

JetBlue has also partnered with The Mirage Hotel & Casino in Las Vegas to provide a once-in-a-lifetime opportunity for Boyz II Men's most devoted fans. Fans from New York and Boston can enter to receive travel accommodations to New York to see the best-selling R&B group of all time perform at T5, followed by a meet and greet with the trio. Immediately after the show, these winners will then fly with Boyz II Men to Las Vegas and have the opportunity to see the group perform at the Terry Fator Theatre at The Mirage.

"JetBlue's Live From T5 concerts offer our customers an experience so unique and entertaining, hopefully they won't forget they actually have a flight to catch," said Don Uselmann, general manager, airport operations, JetBlue. "Like JetBlue, the group has a fresh approach. JetBlue defined what the air travel experience should be and Boyz II Men created a timeless sound. We're excited to offer this once-in-a-lifetime experience to our mutual fans."

Live From T5 features pop-up performances and experiences just for customers traveling through T5. Customers traveling through T5 on September 24 will be serenaded with the group's greatest hits. Travelers are also encouraged to keep an eye out for other surprises from Boyz II Men throughout the day.

Boyz II Men have sold more than 60 million albums worldwide. Responsible for redefining the R&B genre with its smooth harmonies and the timeless quality of its vocals, the group has inspired dozens of artists including some of today's biggest names. Boyz II Men possess a vast array of awards, including four GRAMMY Awards, nine American Music Awards, nine Soul Train Awards and three Billboard Awards. The super group has seen five of its songs reach No. 1 on Billboard's Hot 100 including "End of the Road", which remained atop the charts for a record 13 weeks.

Live From T5, an award-winning concert series, is the keystone of the JetBlue LIVE music platform, which features pop-up performances from both emerging artists and top performing acts. Live From T5 concerts are held post-security, exclusively for customers traveling through T5. Since 2009, these surprise shows have featured performances by an array of artists across various musical genres including Taylor Swift, Ella Henderson, Aloe Blacc, Carly Rae Jepsen, Vance Joy, Ellie Goulding, Emeli Sande, Jason Derulo, Daughtry and more. Outside of T5, the airline has hosted exclusive performances by Lady Antebellum and Gary Clark Jr. as part of JetBlue LIVE.

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 32 million customers a year to 90 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights. For more information please visit JetBlue.com.

The following files are available for download:

- JB LFT5 BoyzIIMen FBInsta V01

MEDIA CONTACTJetBlue Corporate Communications Tel: +1 718 709 3089corpcomm@jetblue.com K2 Krupp Communications (for Boyz II Men)Joann MignanoTel: +1 212 886 6718jmignano@kruppnyc.com

Source: JetBlue

Powered by SITECORE