JetBlue Presents HumanKinda, a Short Film Exposing America's Busyness Epidemic and Its Effects on Our Humanity

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Filmmaker, Bianca Giaever Brings her Whimsical, Smart, and Humorous Tone to Examine the Busyness Topic; Film Asks Audiences to Question -- 'Am I Humankind or HumanKinda?'

NEW YORK, NY -- (Marketwired) -- 10/26/15 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, today announced the release of HumanKinda, a short film directed by burgeoning filmmaker Bianca Giaever, highlighting the busyness epidemic that is plaguing America. The film is available to all customers for free on Amazon Video today and can also be watched on the HumanKinda Tumblr site as well as YouTube.

HumanKinda is the feeling of being so busy that you are losing your humanity. As JetBlue continues to look for new ways to inspire humanity, the film, presented through the independent lens of Giaever, delivers a uniquely entertaining way to encourage people to question their busyness.

"Everyone knows someone who uses busyness as a badge of honor, but we see it as a cultural shift that is affecting us all," said Jamie Perry, vice president of brand and product development at JetBlue. "We are presenting this film to stimulate more conversation about busyness, and further our mission of inspiring humanity. We hope to inspire viewers to pause and reflect on where they're putting time and energy, and take steps toward living their life to the fullest."

Director Bianca Giaever brings her whimsical, smart and humorous point of view on a journey following two busy subjects, a single mom from New Jersey and a young man from Washington, D.C. with eight different jobs, as they seek advice from relaxation experts, visit with retired women in their golden years, and hear from a man who has rebelled against the system, living without a smart phone for more than a year.

The film was made in conjunction with award-winning production and entertainment company m ss ng p eces, which is recognized for pioneering branded content and original series that celebrate the human spirit, innovation, art and culture.

JetBlue is educating and inspiring additional conversations on the topic of busyness with a social ecosystem of shareable content housed on Tumblr and extending to Facebook, Twitter, Instagram and Pinterest channels. Over 100 pieces of original content were created to stimulate discussions with the hope of permeating the cultural zeitgeist while encouraging people to take pause and reflect on their own busyness levels.

With a continued commitment to entertainment innovations, JetBlue is presenting the film on Amazon Video and will expand to its seatback TVs later this year. JetBlue and Amazon announced earlier this year that it would bring instant streaming video onboard to create an unmatched entertainment experience in the sky.

About JetBlue
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 91 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights. For more information please visit JetBlue.com.

About Bianca Giaever (Gay-ver)

Bianca Giaever (b. April 6, 1990) is a filmmaker whose work has been featured in places such as The New York Times, Buzzfeed, Short of the Week, and the TED conference. In 2013, USA Today falsely reported that she had a six-year-old son, and then subsequently named her film, the Scared is scared, "Web Video of the Year." She attended Middlebury College, where she designed her own major called "Narrative Studies," and graduated in the class of 2012. She also teaches storytelling workshops and gives talks. Originally from Seattle, she now lives in Brooklyn, New York.

M SS NG P ECES

m ss ng p eces is a production and entertainment company inspired by storytelling, technology and the limitless potential of the web. We provide production and creative services to likeminded collaborators. Since 2005, we've hand-crafted stories and experiences that celebrate the human spirit, innovation, art and culture. We are a full-service, integrated production company that creates commercials and content for television, online, mobile, virtual reality and live experiences. Our roster brings together some of the best directors in the world that bridge the traditional broadcast/content divide, who are supported by an extraordinary network of production and post-production talent. We are proud to be part of the 2015 Production Company A-List.

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