From the Runway to Broadway: JetBlue Named the Official Airline of The Color Purple on Broadway

Nov 30, 2015

New York's Hometown Airline Offers a Chance to Win "JetBlue, The Color Purple and the Red Carpet" Experience; One Lucky Fan Can Fly to New York for Opening Night and Attend a Meet & Greet With The Color Purple Cast Members

NEW YORK, NY -- (Marketwired) -- 11/30/15 -- JetBlue (NASDAQ: JBLU), New York's Hometown Airline™, today announced a new partnership with the Broadway production -- *The Color Purple* to celebrate the return of this award-winning show to New York.

JetBlue is offering customers and fans a chance to win an only-on-Broadway experience. One grand prize winner plus a guest will win a *"JetBlue, The Color Purple and the Red Carpet"* experience which includes flights to New York, tickets to the opening night performance and an opportunity to walk the star-studded red carpet and attend a meet and greet with the cast.

Fans can enter throughout the day on November 30 at www.JetBlue.com/TheColorPurple for a chance to win.* Previews for the revival of the Tony Award-winning musical starring Grammy Award® winner Jennifer Hudson run through December 9 at The Bernard B. Jacobs Theatre. Opening night is December 10, 2015.

"Celebrating the return of this hit Broadway musical will allow us to expand and vary our reach," said Jamie Perry, vice president of brand and product development, JetBlue. "As New York's Hometown Airline, we are looking for unique ways to give our customers access to the remarkable aspects of this city we call home."

JetBlue is collaborating with the musical's producers on additional experiences for both New Yorkers and those traveling to the Big Apple. Since October, customers traveling on JetBlue have been treated to a duet featuring Jennifer Hudson and Cynthia Erivo on JetBlue's Plus TV, the airline's own channel available at every seat onboard JetBlue flights, reminding customers traveling to the New York and to JetBlue's 92 other destinations of one of the city's greatest treasures -- Broadway.

"We are thrilled that JetBlue is partnering with *The Color Purple* to bring this acclaimed production to a wider audience, as well as helping one lucky fan experience the excitement of opening night on Broadway," says Producer Scott Sanders.

Grammy, Academy Award, and Golden Globe award winner Jennifer Hudson is making her Broadway debut opposite Cynthia Erivo, the breakout star of John Doyle's acclaimed Menier Chocolate Factory production, and *Orange is the New Black*'s Danielle Brooks, in this season's highly anticipated production of *The Color Purple*.

Based on Alice Walker's Pulitzer Prize winning novel and the Warner Bros. / Amblin Entertainment motion picture, *The Color Purple* is adapted for the stage by Pulitzer Prize and Tony award winner Marsha Norman, with music and lyrics by Grammy award winners Brenda Russell, Allee Willis and Stephen Bray.

The Color Purple is an unforgettable story of enduring love and triumph over adversity. With a fresh, joyous score of jazz, ragtime, gospel and blues, this stirring family chronicle follows the inspirational Celie, as she journeys from childhood through joy and despair, anguish and hope to discover the power of love and life.

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 92 cities in the U.S., Caribbean, and Latin America with an average of 900 daily flights. For more information please visit JetBlue.com.

***NO PURCHASE NECESSARY TO ENTER OR WIN.** Sweepstakes starts at 12:00 AM ET on 11/24/15 and ends on or about 11:59 PM ET on 11/30/15. Open to legal residents of the 50 United States and D.C., who are at least 18 years old at time of entry. One (1) Grand Prize valued at $1,696 will be awarded. Odds of winning depend upon the number of eligible entries received. Void where prohibited. See Official Rules for complete details and entry instructions. Sponsor: JetBlue Airways Corp. All rights reserved.

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