JetBlue's Seventh Annual "Swing For Good" Charitable Fundraising Campaign Raises $750,000 for Youth-Focused Charitable Partners -- DoSomething.Org, Together We Rise and the JetBlue Foundation

Dec 01, 2015

Since 2008, JetBlue Has Donated $2.95 Million to Education and Community Focused Non-Profits; On #GivingTuesday TrueBlue Members Can Donate to a Variety of Causes and Charities Through the TrueBlue Points Donation Program

NEW YORK, NY -- (Marketwired) -- 12/01/15 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline, today announced the results of its seventh annual Swing for Good charitable fundraising campaign. As part of the airline's largest charitable fundraiser of the year, JetBlue's business partners, crewmembers and customers joined efforts to raise $750,000 for three youth and community focused non-profit organizations -- DoSomething.org, Together We Rise and the JetBlue Foundation. Each nonprofit partner will receive $250,000 to continue their education and community-focused initiatives.

JetBlue's customers can join the airline in giving to a variety of worthy causes. In celebration of #GivingTuesday, JetBlue encourages its TrueBlue members to donate to their favorite charities and causes through TrueBlue Points Donation, a recent addition to the airline's loyalty program.

The Points Donation program provides TrueBlue members with an additional way to use their loyalty points. Members now may donate points to benefit numerous charities and non-profits featured in the TrueBlue Points Donation program. When members donate points, they go directly to the selected charity. Each charity may use the points for travel for their organization. Donating points is easy.

- TrueBlue members can log in to their TrueBlue account on the Points Donation website at JetBlue.com/donate.
- Next, the member may select from a variety of charities and decide how many points to donate. Starting at 500 points, TrueBlue members may donate as many points as they wish to any of the selected charities.
- The points will then be transferred directly to the charity's TrueBlue account.

"Every year, our crewmembers and business partners, come together to raise much needed funds for a variety of youth-focused charities with the joint goal of making a lasting impact," said Robin Hayes, JetBlue's president and chief executive officer. "We also encourage our customers to join in giving to the causes that they are passionate about. Through the TrueBlue Points Donation program, TrueBlue members have a choice of using their points to benefit many charitable organizations. Points are donated directly to the charities and put to good use."

JetBlue's annual fundraising efforts include the Swing For Good Golf Classic and the Bid For Good online charitable auction. Since 2008, these initiatives have raised more than $2.95 million for charitable organizations focused on youth, education and community -- the core pillars of the airline's corporate social responsibility platform. This year's recipients include three charities that engage and empower youth and inspire community action. Together We Rise is a non-profit organization led by young adults formerly in foster care focused on transforming the way youth navigate America's foster care system. DoSomething.org empowers young people to take action in their community around a variety of causes. The JetBlue Foundation encourages and advances aviation-related education. Placing aviation top-of-mind as a career choice for students, the JetBlue Foundation's mission is to ignite interest in science, technology, engineering and mathematics (STEM) programs.

JetBlue has successfully carved out a niche by delivering substantial value to customers with its TrueBlue loyalty program, including no blackout dates, points that never expire, all seats availability (a), and the ability to earn and share points with a small group through Family Pooling which allows friends and families to earn and share points together to earn Award Flights faster (b). With a range of TrueBlue benefits and badges, JetBlue consistently delivers on its promise to provide a loyalty program that rewards all customers, regardless of their travel frequency: point earning opportunities start at six points per eligible dollar spent for booking on JetBlue.com (c), booking your pet with JetPaws™, and planning your trip with JetBlue Getaways, rewards add up fast, and the points you earn are the points you keep. Acknowledging that some customers choose JetBlue exclusively for family travel, while others mix business and personal travel, Mosaic and Family Pooling offer tailored solutions that pay out for travelers of all kinds. JetBlue's most frequent travelers qualify for Mosaic, which means more points, benefits and exclusive offers all from earning 15,000 base flight points or flying 30 segments plus 12,000 base flight points within a calendar year (d).

Giving Tuesday is the first Tuesday after Thanksgiving. Taking place on December 1, 2015, #GivingTuesday encourages people and organizations around the world to give to meaningful causes.

About Together We Rise

Together We Rise is a non-profit organization comprised of motivated young adults and former foster youth. Our vision is to improve the lives of foster children in America, who often find themselves forgotten and neglected by the public.

About DoSomething.org

DoSomething.org makes the world suck less. One of the largest global orgs for young people and social change, our 4 million members in 130 countries tackle volunteer campaigns that impact every cause. Poverty. Discrimination. The environment. And everything else they care about. Our promise: Any cause, anytime, anywhere. *mic drop*

AboutThe JetBlue Foundation

Founded in 2013, the JetBlue Foundation is committed to supporting aviation-related education in general and Science Technology Engineering Mathematics (STEM) in particular. The Foundation empowers and provides opportunities to underserved students and communities through local and national education institutions and aviation-related programs. For more information, please visit www.jetblue.com/inspiringhumanity.

AboutJetBlue

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.

***(a)**All seats on JetBlue flights are available for booking using TrueBlue points. Even More® Space seats are also available for the applicable extra fee. **(b)**Family Pooling Terms apply. **(c)**TrueBlue Members will earn three (3) TrueBlue points per dollar spent on the base fare of their individual JetBlue flight plus three (3) bonus points per dollar for JetBlue flights booked on JetBlue.com. Points will be earned on the base fare of the flight only. Points will not be earned on government taxes/fees or other fees or charges (e.g., travel insurance, change/cancel fees, etc.). JetBlue flights are flights operated by JetBlue and purchased under a JetBlue flight number. TrueBlue Terms and Conditions apply. **(d)**Base flight points are the 3 points per $1 you earn on the base fare of your individual JetBlue flight purchase. A "segment" means any origin-destination pair; a one-way flight (whether non-stop or including a connection) is one segment, and a roundtrip flight (whether non-stop or including a connection) is two segments. Award flights do not count towards Mosaic. Mosaic membership is good for one calendar year. Additional restrictions apply. See the TrueBlue Terms and Conditions for details.*


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