JetBlue Tips-off as Official Airline of the Boston Celtics

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To celebrate, JetBlue and the Celtics offer a full court press of activities and promotions

BOSTON--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU), the largest airline in Boston, is proud to announce a multi-year partnership becoming the Official Airline of the Boston Celtics. The 5 year partnership launches with a fan sweepstakes, Top 5 Plays of the Week feature on Celtics.com and a number of shared community initiatives that will impact local youth and the environment.

To celebrate, JetBlue and the Celtics are giving one lucky sweepstakes winner and guest the opportunity to follow the Celtics west to San Francisco on JetBlue's new Mint service. Keep an eye out on Celtics.com for your chance to enter starting in early February. JetBlue and the Celtics will also team up for the environment through "D" for Trees program where a tree will be donated to a local Boston green initiative for each steal or block during regular season home games.

"Bostonians understand what Celtic Pride means- a commitment to excellence both on and off the court," said Marty St. George, executive vice president of commercial and planning, "We're proud to partner with the Celtics, and extend our commitment to Boston, and to giving back to the communities we serve."

"We are proud to welcome JetBlue to the Celtics family as the team's Official Airline Partner," said Ted Dalton, Senior Vice President of Corporate Partnerships and Business Development. "JetBlue is a thought leader in both digital marketing and corporate and social responsibility, and we look forward to providing our fans unique digital content and making a difference in our local community through this partnership."

As the Official Airline of the 17 time world champion Boston Celtics, JetBlue's partnership will include joint marketing promotions and advertising. Elements will include online advertising, e-mail marketing and Cetlics.com video features, as well as contests, and giveaways for Celtics fans.

The Celtics partnership solidifies JetBlue's commitment to the area, and marks the fourth sponsorship of major league sports teams in Boston.

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 35 million customers a year to 95 cities in the U.S., Caribbean, and Latin America with an average of 900 daily flights.

About the Boston Celtics

A charter member of the Basketball Association of America (which evolved into the National Basketball Association) since 1946, the Boston Celtics have won a record 17 NBA Championships, including eight (8) in a row from 1959-1966, winning their first title in 1957 and their most recent in 2008. The Celtics have long stood for equality, and respect, including hiring the first African American Coach and starting the first all black starting five. In addition, 39 former Celtics players, management or staff have been inducted into the Naismith Memorial Basketball Hall of Fame. In December 2002 the team returned to local ownership for the first time since 1963. For more information on the Celtics, visit www.celtics.com.

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MEDIA:
JetBlue Corporate Communications
Tel: +1 718-709-3089
corpcomm@jetblue.com

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