JetBlue Launches Eighth Annual 'Swing for Good' Charitable Fundraising Initiative

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-- Customers and Crewmembers Can 'Bid for Good' For One-of-A-Kind Experiences With Funds Benefiting Youth and Education Non-Profits DoSomething.org, Together We Rise and the JetBlue Foundation --

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) today launched its eighth annual Swing for Good Golf Classic fundraising initiative. The charitable campaign also includes the Bid for Good online auction, powered by Charity Buzz. Since 2008, the Swing for Good and Bid for Good campaign has raised nearly $3.2 million for 20 charitable partners.

Bid for Good features opportunities to win one-of-a-kind experiences such as JetBlue Getaways vacation packages, a once-in-a-lifetime internship with DoSomething.org, a trip to the Boston Red Sox training camp, a JetBlue flight simulator session, access to VIP events and much more. Online bidding takes place September 30 through October 21, 2016.

This year's beneficiaries include three youth and education-focused non-profit organizations:

DoSomething.org – DoSomething.org empowers young people to take action in their community around a variety of causes. This non-profit returns for the fourth time as a Swing for Good beneficiary.

Together We Rise – JetBlue welcomes Together We Rise for a second year. This non-profit organization is led by young adults who were formerly in foster care and focuses on transforming the way youth navigate America's foster care system.

The JetBlue Foundation – This JetBlue-sponsored private foundation encourages and advances aviation-related education. The JetBlue Foundation's mission is to ignite interest in science, technology, engineering and mathematics (STEM) programs and place aviation top-of-mind as a career choice for students, especially those from communities traditionally underrepresented in the field.

"Swing for Good is our largest charitable fundraising initiative," said Robin Hayes, JetBlue's president and chief executive officer. "With the help of our crewmembers, customers and business partners, we're providing much-needed funds to youth and education non-profits. Helping our charitable partners continue their great work is just one way we live our mission of inspiring humanity."

Swing for Good brings together JetBlue leaders, crewmembers and business partners to make a difference. The golf classic is held at Bethpage State Golf Course in Bethpage, N.Y. The campaign raises funds for charitable organizations focused on youth, education and community – the core pillars of JetBlue's corporate social responsibility platform.

Join JetBlue in helping these worthy causes and Bid for Good at charitybuzz.com/support/jetblue.

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*

About The 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.

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 97 cities in the U.S., Caribbean, and Latin America with an average of 925 daily flights. For more information, please visit JetBlue.com.

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