JetBlue Kicks Off Tenth Annual 'One Thing That's Green®' Campaign With A Green City Vote Inviting Customers and Crewmembers to Choose Their Favorite City to Win a Green Space

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-- To Celebrate Earth Month, The Airline Is Leading a Variety of Ecofriendly Initiatives Online, Onboard, In Local Communities and At Its Home Terminal - T5 at New York's JFK Airport --

NEW YORK--(BUSINESS WIRE)-- JetBlue (Nasdaq:JBLU) recently announced its tenth annual "One Thing That's Green" campaign with a variety of ecofriendly initiatives. As part of JetBlue For Good, the airline's corporate social responsibility platform, "One Thing That's Green" highlights JetBlue's commitment to environmentalism and encourages customers and crewmembers to undertake one green initiative in their daily lives to help reduce their carbon footprint. JetBlue is leading by example with activations online, onboard, in its local communities and at its home terminal - T5 - at New York's JFK Airport.

"As an airline, we're always looking for ways to lessen our carbon footprint. As such, we encourage our customers to also take steps in their everyday lives to lessen their impact," said Icema Gibbs, director, corporate social responsibility, JetBlue. "We are working to change behavior. Small actions add up. If each customer or crewmember takes just one step, imagine the impact we can make."

Online

JetBlue is encouraging a friendly rivalry between cities within its network. Throughout April, JetBlue customers and crewmembers can cast their choice in the Green City Vote for their favorite JetBlue city to win a greenspace. This year's vote includes Fort Lauderdale, Fla.; San Francisco; San Juan, Puerto Rico; and Washington, DC. Voting is open until April 30, 2017 at JetBlueForGood.com. Those who cast a vote will automatically be entered to win a variety of prizes including JetBlue Vacations packages and American Flyer luggage or Blue Apron prize packs. (a.)

In The Community

Austin, Texas won last year's Green City Vote with more than 225,000 votes. As a pre-cursor to Earth Month, last month JetBlue crewmembers, customers and community volunteers helped add more greenery to Austin's scenery by building a new greenspace at Zilker Botanical Garden. The grant was used towards a streambed renovation project that will add sustainable elements and contribute to the restoration of plants. Previous Green City winners include Long Beach, Calif. in 2015 and Hartford, Conn. in 2014.

As New York's Hometown Airline®, JetBlue will also help beautify greenspaces in its own backyard. Throughout the month of April, customers and crewmembers will join together to replenish areas in Long Island City, NY, home to JetBlue's New York City Support Center and where more than 1,350 crewmembers work. To find volunteer opportunities in your community, visit VolunteerMatch.org.

Onboard

JetBlue recently partnered with The Ad Council and Keep America Beautiful to raise awareness on the benefits of recycling. JetBlue is donating space and running the "I Want to Be Recycled" Journey PSA onboard all flights for three months. For Keep America Beautiful Month (April), the three organizations have joined forces to share the campaign'skey message- when we recycle, we give garbage another life. Today, 73% of Americans have access to curbside recycling programs — making it more possible than ever to give new life to products. Even so, only about a third of the 1,600 pounds of garbage every American generates each year gets recycled or composted. For more information on the "I Want to Be Recycled" campaign, visit IWantToBeRecycled.org.

In T5 At JFK Airport

To supplement JetBlue's composting program at T5 and onboard recycling, JetBlue is also working with The Ad Council and Keep America Beautiful to encourage customers to recycle at home and in their communities. JetBlue has donated space and is featuring print ads on special information displays at all gates throughout the terminal educating customers and crewmembers on everyday items that can be recycled and saved from landfills making recycling an everyday habit.

The "One Thing That's Green"annual campaign highlights the airline's commitment to environmentalism. Over the past 10 years, JetBlue has worked with a variety of community partners across its network to help create a healthier planet and reduce its impact. As part of this initiative, more than 3,000 JetBlue crewmembers and community volunteers have planted over 3,500 trees and cleaned nearly three tons of trash in cities including Austin; New York; Boston;

Los Angeles and Long Beach, Calif.; and Orlando, Fla.

JetBlue For Good: Commitment to the Environment - JetBlue For Good is JetBlue's platform for social impact and corporate responsibility focusing on the areas that are most important to its customers and crewmembers - Community, Youth/Education and the Environment. JetBlue depends on natural resources and JetBlue believes a healthy environment to keep its business running smoothly. Natural resources are essential for the airline to fly and tourism relies on having beautiful, natural and preserved destinations for customers to visit. The airline focuses on issues that have the potential to impact its business. Customers, crewmembers and community are key to JetBlue's sustainability strategy. Demand from these groups for responsible service is one of the motivations behind changes that help reduce the airline's environmental impact. For more on JetBlue's conservation initiatives, visit www.jetblue.com/green. Join the #JetBlueForGood conversation on Twitter, Instagram and Facebook, check for regular updates and get involved.

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 35 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit jetblue.com.

(a.) NO PURCHASE NECESSARY TO ENTER OR WIN. Sweepstakes starts at 12:00:00 PM ET on 4/01/17 and ends at 11:59:59 PM ET on 4/30/17. Open to legal residents of the (48) Contiguous U.S., DC & PR who are at least 18 years old at time of entry. Void in AK, HI and outside the (48) Contiguous U.S., DC, PR & where prohibited. Ten (10) JetBlue Vacations and One Hundred (100) Blue Apron Prizes will be awarded. **TOTAL ARV OF ALL PRIZES $53,980. VOID WHERE PROHIBITED.** See Official Rules at jetblueforgood.com/ottg/officialrules for complete details and entry instructions. SPONSOR: ©2017 JetBlue Airways Corporation, 27-01 Queens Plaza North, Long Island City, NY 11101. All rights reserved.

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