Surprise! JetBlue Reveals the Location of 'Destination Good' and Takes Its Mission of Inspiring Humanity® to New Heights

Nov 27, 2018

-- On #GivingTuesday, Winners of JetBlue's #CheckInForGood Contest Depart for a Four-day Volunteer Trip to Destination Good on the Airline's Newest Livery --

-- JetBlue Debuts Its Latest Branded Aircraft, JetBlue For Good, Marking ItsCommitment to Community Service --

NEW YORK--(BUSINESS WIRE)-- Today in celebration of #GivingTuesday and JetBlue's (NASDAQ: JBLU) commitment to volunteerism and community service, the airline flew a plane full of do-gooders to "Destination Good," the Dominican Republic. Winners of JetBlue's #CheckInForGood contest were so committed to good, they agreed to join JetBlue on a volunteer trip during JetBlue For Good Month without knowing the destination. Volunteers arrived at New York's JFK International Airport and were surprised with the reveal of the location just moments before boarding JetBlue's newest special livery – JetBlue For Good.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20181127005607/en/



JetBlue reveals the surprise location of Destination Good as the Dominican Republic to its nearly 50 #CheckInForGood contest winners and their guests at JFK International Airport Terminal 5 on Giving Tuesday. Just moments later, they boarded the new JetBlue For Good aircraft to embark on a four-day service trip to volunteer alongside the airline's crewmembers and non-profit partners. (Photo: Business Wire)

Nearly 100 volunteers including contest winners and their guests took off for the Dominican Republic to participate in a four-day service trip alongside some of JetBlue's crewmembers and non-profit partners, with projects taking place in La Romana and Punta Cana. JetBlue is the largest airline serving the Dominican Republic since it first started service to the island destination in 2004.

Volunteers were surprised with a special send-off at JetBlue's Terminal 5, as the airline also revealed its new JetBlue For Good aircraft. This plane celebrates the hundreds of thousands of hours JetBlue crewmembers have dedicated to doing good in the airline's 100+ communities.

"We're excited to celebrate and empower our customers and crewmembers to join us in doing good," said Icema Gibbs, director of corporate social responsibility, JetBlue. "We picked Giving Tuesday, the international day of giving, to send volunteers on a service trip to give back in one of our key communities – the Dominican Republic – to symbolize all of the good we do throughout the year."

On the ground in "Destination Good" – Once the JetBlue For Good aircraft lands in the Dominican Republic, volunteers will take part in three days of volunteerism with each day dedicated to one of JetBlue For Good's pillars: youth and education, community and the environment. Activities will include projects ranging from renovating a local school, to beautifying a community play space and building buoys to protect coral reef beds.

Details on the JetBlue For Good pillars and Destination Good service project include:

Youth and Education– Inpartnership with **The Dream Project**, an organization that provides quality education in the Dominican Republic, Destination Good volunteers will help renovate a school which helps children with disabilities prepare to transition to general school. In addition to a new roof provided by JetBlue, volunteers will repaint the facility, renovate the library and host a book fair for local children and families.

Community –Supporting the **Paradisus by Meliá,** which is launching a "Volunteer Vacations" program for resort guests in 2019, Destination Good volunteers will be making much-needed updates to a local school, including the addition of a play space for the community children. Together, the group will be beautifying the surrounding wall with a large paint project, as well as upgrading the existing basketball court. A donation of basketballs and other play equipment will be made to the school.

The Environment – In collaboration with**Fundemar**, an organization dedicated to the conservation of marine ecosystems of the Dominican Republic, volunteers will assist in building 65 buoys that will protect coral reef beds. Coral reefs are gravely threatened by climate change and other pressures such as marine pollution. In 2012 FUNDEMAR started a program of coral reef restoration, which includes coral nurseries, rescue centers and transplant zones, as a mechanism to promote the coral's resilience to climate change.

The new JetBlue For Good branded aircraft – Good is in JetBlue's DNA. At the center of the plane's paint scheme are sketches of crewmembers who

power JetBlue's mission of Inspiring Humanity® each day. Designed by a cross-section of crewmembers representing the airline's mission, the plane showcases JetBlue For Good's three pillars. For a behind-the-scenes on the painting of the aircraft, visit https://youtu.be/Pngy1V7fYq0.

"Our mission and focus on giving extends well beyond just one day," said Gibbs. "The new JetBlue For Good aircraft was designed to inspire our customers and crewmembers throughout our network to think about what they can do to make their community a better place."

The Airbus A320 aircraft will spread the message that JetBlue is up for good as it travels throughout the airline's network in the U.S., Latin America and the Caribbean. The livery depicts crewmembers peeling back a curtain to reveal an array of illustrations symbolizing the airline's unique culture and many of the causes JetBlue and its customers and crewmember are passionate about including:

JetBlue's DNA

Heart: The airline's Caring and Passion values.
Ladder: Everything laddering up to JetBlue's mission-driven purpose.
Seesaw: JetBlue For Good's pillars.

Youth and Education

Test Tubes, Computer Code, Magnifying Glass, Backpack, Paper Airplane, Pencil: Represents the airline's and the JetBlue Foundation's focus on nurturing the next generation of aviators with in-kind support, mentoring, internships and other initiatives.
Star: Showcases the unique opportunities JetBlue creates to help fulfill dreams through partnerships with organizations like Make-A-Wish.
Books: Through its Soar With Reading program, JetBlue has provided more than $3.1 million of books to kids in areas known as book deserts, areas where children have limited access to books.

Community

Hammer, Shovel, Swing: Over the past 12 years, JetBlue has built 29 playgrounds together with its partners at KaBOOM!
Shoe: Represents the many charity walks, runs, bike rides and parades JetBlue's crewmembers proudly participate in each year.
Puzzle piece: Represents JetBlue's Blue Horizons for Autism initiative, in which crewmembers help individuals with autism better prepare for future travel.

Environment

Recycling decal: Showcases JetBlue's commitment to onboard recycling.
Growing plants, Leaf, Flower/Rain: Encourages a healthy planet through programs like GreenUp™.
Coral Reefs/Ocean Clean Up: Inspires support for and preserving natural resources to keep our business running smoothly.

JetBlue launched its second annual**#CheckInForGood contest** in October, inviting U.S. customers to #CheckInForGood for the chance to roll up their sleeves and volunteer with JetBlue and its non-profit partners Destination Good – an undisclosed mystery destination. The contest received more than 40,000 entries from customers who were eager to share why doing good and volunteering is important to them.

JetBlue selected the Dominican Republic as the surprise destination to build upon the variety of efforts it has conducted over the years in the five destinations it serves throughout the island.

All-inclusive accommodations for Destination Good volunteers in the Dominican Republic are being provided by Paradisus Palma Real Resort in Punta Cana.

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 40 million customers a year to 100+ cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit jetblue.com.

ABOUT THE DREAM PROJECT

The DREAM Project provides more than 800,000 hours of quality education to more than 7,500 children through 14 different programs across 27 communities in the Dominican Republic. DREAM's programs focus on early childhood education, high quality primary education, and holistic youth development and consist of neonatal education, preschools, after school supplemental and remedial education, at-risk youth programs, summer schools and camps, fixed and mobile libraries, computer labs, age-appropriate free books for thousands of children, vocational training and more.

The DREAM Project works closely with community members and public school staff to assess local needs, establish quality education programs that address those needs, and provide continuous support to schools, teachers and community members to ensure success over the long-term. In addition, DREAM programs indirectly benefit thousands more each year by reaching our students' family members, social networks and their extended communities. For more information, visit www.dominicandream.org.

ABOUT FUNDEMAR

FUNDEMAR is an organization dedicated to the promotion of the sustainable use of marine resources and ecosystems through research, education, and the development of conservation projects. Staffed with a multidisciplinary team of biologists, ecologists, and educators capable of acting with scientific rigor and a network of service-minded local and international volunteers, the organization is able to mobilize its knowledge, resources, and efforts in support of its goals.

FUNDEMAR possesses the ability to influence and mobilize actions and opinions in key aspects of its missions such as national marine resource and ecosystem conservation and the protection of coastal resources alongside local communities. For more information, visit www.fundemardr.org.

ABOUT PARADISUS BY MELIÁ

Paradisus by Meliá is a luxurious, all-inclusive hotel brand owned and managed by Meliá Hotels International, one of the most successful family-owned

hotel companies worldwide. The properties are located in some of the world's most breathtaking destinations, as well as emerging hotspots, offering the ultimate guest experience. The luxury hotel brand currently has 11 hotels in Cuba, Dominican Republic and Mexico, such as Paradisus Palma Real and Paradisus Punta Cana (Dominican Republic), Paradisus Cancun, Paradisus Playa del Carmen and Paradisus Los Cabos (Mexico), all surrounded by stunning gardens, with beach-front views that reflect the natural beauty of the destination. 2018 and 2019 will see new openings in Mexico, Costa Rica and Cuba. Committed to health and well-being and environmentally conscious, each resort offers a range of authentic, personalized, Life Enriching Experience activities such as yoga, YHI Spa treatments, water sports and cooking classes. Guests are encouraged to immerse themselves in local experiences, from guided tours and offsite excursions to a superior culinary program available at each resort. Paradisus by Meliá offers unique room categories and luxury upgrade options, including Royal Service (adults only) and Family Concierge (families only), which are ideal for a wide range of guests: couples, family holidays, weddings and business trips.

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Source: JetBlue

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