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## **JetBlue Airways and MillionTreesNYC Call on New Yorkers to Put Down Roots and Plant Trees in Jamaica, Queens on April 17th**

*\*\*Hundreds of Volunteers to Help Green Jamaica, Queens in JetBlue's 'One Thing That's Green' Day with Partners New York Restoration Project (NYRP) and Local Radio Stations\*\**

**NEW YORK, NY – (April 6<sup>th</sup>, 2010)** – For the third year in a row, New York's Hometown Airline **JetBlue Airways** is inviting hundreds of New Yorkers to do **“One Thing That's Green”** by participating in a community tree planting day to support MillionTreesNYC on **Saturday, April 17<sup>th</sup>**. The volunteer event will take place **from 9:00 am to 3:00 pm in Jamaica, Queens.**

One Thing That's Green by JetBlue Airways is part of an effort to advance MillionTreesNYC, the citywide tree planting initiative led by New York Restoration Project (NYRP) and the New York City Department of Parks & Recreation. With more than 316,000 trees successfully planted across the five boroughs since fall 2007, MillionTreesNYC is now launching **Put Down Roots**, a three-part, community-based program aimed at encouraging New York City's 836,000 homeowners to plant trees in their front and backyards, as well as register them online at [www.milliontreesnyc.org](http://www.milliontreesnyc.org).

This spring, the **Put Down Roots** program – underwritten by JetBlue Airways – is offering up to two free trees to the nearly 20,000 homeowners in the Queens, New York neighborhoods of St. Albans and Jamaica. Through door-to-door canvassing, a direct mail campaign and advertising efforts that culminated in March, homeowners in St. Albans and Jamaica were invited to order trees online and via a special hotline. On April 17<sup>th</sup>, JetBlue Airways employees and community volunteers – alongside NYRP staff – will distribute and help plant the first round of homeowner trees in Jamaica. In addition to the targeted tree planting activities in the two Queens neighborhoods, **Put Down Roots** is engaging community and non-profit partners to host tree giveaways in all five boroughs, and encouraging New Yorkers purchasing trees at local nurseries and garden centers to register them online through an in-store education program.

JetBlue has partnered with NYRP, 106.7 Lite FM, 103.5 KTU and Power 105.1 to make it easier for New Yorkers to plant hundreds of trees and take the opportunity to do their “One Thing That’s Green.” In previous years, JetBlue Airways crewmembers and community volunteers planted trees in East Harlem and in Queens, New York, contributing to the expansion of tree cover in New York City and the advancement of Mayor Michael R. Bloomberg’s and NYRP Founder Bette Midler’s shared goal of planting one million trees in the city by 2017.

Another goal of MillionTreesNYC is to raise New Yorkers’ environmental awareness, as well as bring the health, environmental and economic benefits trees provide to the city’s 8.5 million residents – benefits that include shading homes during hot summer months, protecting the city’s waterways from pollutants, cooling playgrounds and sidewalks, encouraging outdoor play and exercise, reducing storm water runoff and fighting global warming.

Volunteers can register at [www.jetblue.com/trees](http://www.jetblue.com/trees). The day-long festivities will take place rain or shine and will begin promptly at 9:00 am at the Lorraine Hansberry School (PS 118) playground – located at 19020 109<sup>th</sup> Road in Jamaica, NY (Queens). The day will be filled with giveaways, complimentary lunch and family-fun activities.

“As New York’s hometown airline, thousands of New Yorkers jet with JetBlue every day to destinations far and wide, but right here in our home borough of Queens there is so much we can do to make environmental initiatives a priority,” said **Icema Gibbs**, director corporate social responsibility, JetBlue Airways. “We are taking action by planting trees with the New York Restoration Project and invite the community to join us. Each one of us, whether an individual or a corporation, can do at least one thing to help protect our environment.”

“For a third year, New York Restoration Project is proud to join forces with JetBlue Airways to plant hundreds of trees to advance MillionTreesNYC,” said **Faisal Al-Juburi**, Vice President of Million Trees NYC. “Because of JetBlue’s generous underwriting of the Put Down Roots program, we are able to offer up to two free trees to homeowners in two neighborhoods that desperately need more tree cover, as well as the health, environmental and economic benefits that trees provide a community and its residents. At the same time, we’re engaging JetBlue’s employees and community volunteers in a service project that will make Jamaica, Queens greener.”

### **JetBlue Airways**

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit [www.jetblue.com/promise](http://www.jetblue.com/promise) for details. JetBlue serves 60 cities with 600 daily flights. With JetBlue, all seats are

assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit [www.jetblue.com](http://www.jetblue.com).

**New York Restoration Project**

New York Restoration Project (NYRP) is a non-profit organization dedicated to reclaiming and restoring New York City parks, community gardens and open space. In partnership with the City of New York, NYRP is also leading MillionTreesNYC – an initiative to plant one million new trees throughout New York City’s five boroughs by 2017.

Since the organization’s founding by Bette Midler in 1995, NYRP has achieved dramatic results by investing in the greening and beautification of underserved communities throughout New York City. NYRP staff, AmeriCorps members and community volunteers have planted hundreds of thousands of trees, shrubs and flowers to support the restoration of our city’s parks and community gardens; restored and helped maintain six New York City parks; and removed more than 2,000 tons of garbage from the City’s open space. In 1999, Midler and NYRP saved 114 community gardens from commercial development and established the New York Garden Trust to ensure NYRP’s precious plots of land remain public gardens in perpetuity. For more information on NYRP, visit [www.nyrp.org](http://www.nyrp.org).

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