



## FOR IMMEDIATE RELEASE

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## BOYS & GIRLS CLUBS OF CENTRAL FLORIDA, JETBLUE AIRWAYS AND KaBOOM! BUILD A SAFE PLACE TO PLAY IN LESS THAN A DAY



***Local Volunteers Joined JetBlue Airways, KaBOOM! and the Tupperware Brands Branch of Boys & Girls Clubs of Central Florida to Build Dream Playground in Less Than a Day—Designed Completely by Club Members.***

**KISSIMMEE, FL. (Feb. 4, 2011)** – More than 300 volunteers from the Osceola County community, Boys & Girls Clubs of Central Florida, JetBlue and KaBOOM! awoke early Thursday, February 3, to lend a helping hand toward building a new playground at the Tupperware Brands Branch of Boys & Girls Clubs of Central Florida. In less than six hours, volunteers constructed a safe new play space for hundreds of local children and families to enjoy. What makes the addition to the Club even more important to the community is the fact that Boys & Girls Club members designed the new 3,900 square foot playground.

“We are grateful for the generosity and volunteerism demonstrated by every individual who took part in our playground build,” said Gary Cain, Boys & Girls Clubs of Central Florida president. “Thank you to JetBlue for their enthusiasm and dedication to our mission and to the children we serve each year. We also recognize our friends at KaBOOM! for helping to organize this important project. Thanks to both these great organizations and to the hundreds of community volunteers who helped to make our dream playground a reality, children in the Kissimmee community now have a safe and interactive place to play.”

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**About Boys & Girls Clubs of Central Florida**

The mission of Boys & Girls Clubs of Central Florida is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens. For more information or to find out how you can support the Boys & Girls Clubs movement, call 407-841-6855 or visit [www.bgccf.org](http://www.bgccf.org).

**About JetBlue Airways**

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, 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 sixth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Legroom seats. 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 63 cities with more than 600 daily flights. Later this year JetBlue plans to introduce service to Providenciales, Turks & Caicos; Anchorage, Alaska; and Martha's Vineyard, Mass. 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).

**About KaBOOM!**

KaBOOM! is the national non-profit dedicated to saving play. Because all children deserve to be active and healthy, KaBOOM! works to ensure that every child in America has a great place to play within walking distance. Since 1996, KaBOOM! has used its innovative community-build model to bring together businesses and communities to construct more than 1,900 new places to play across North America. KaBOOM! also fights the Play Deficit with online tools that empower communities to join the movement to save play. The KaBOOM! website, [kaboom.org](http://kaboom.org), allows communities to self-organize and take action to support play on a both a local and national level.

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