



Maine Camp Experience Announces a New Partnership with JetBlue: Earn TrueBlue Loyalty Points for Maine Summer Camp Enrollments*

May 28, 2014 (Portland, ME) – [Maine Camp Experience](http://www.maineexperience.com) (MCE) announces a new partnership with JetBlue and its TrueBlue loyalty program. The collaboration between Maine Camp Experience and JetBlue provides parents with an additional benefit and incentive to send their children to Maine summer camps. Maine Camp enrollees earn TrueBlue points that can be redeemed and used for flights, vacations and more. Families who enroll and/or refer other families to enroll their child for the first time at any of the 33 Maine Camp Experience sleepaway camps can earn up to 10,000 TrueBlue points or more per child enrolled. The summer launch runs from June 1-September 1, 2014 (for 2015 enrollments) – which is the ideal time to tour camps and see them in session firsthand. Visit <http://www.maineexperience.com/jetblue> for more details.

Never before have families been rewarded with TrueBlue points for sending their kids to camp! Camp is the best gift any parent can give their child; and now they too can get a gift for giving this gift. It's double the fun – for you and your kids! This is one of the first times spending money on your kids benefits the parents. In fact, JetBlue also recently launched the Family Pooling feature under its TrueBlue loyalty program. Families and small groups can now elect to earn and share TrueBlue points, free of charge. Members can allocate all or a portion of their individual TrueBlue points into a group account.

Imagine the TrueBlue points travel possibilities for parents and families, from the collaboration with Maine Camp Experience. Parents can use TrueBlue points for flights to send their child to camp or for themselves when traveling to Maine for camp visiting weekends; to plan a couples getaway while their child is at camp or their 2014/2015 family vacations.

There are two simple ways families can earn TrueBlue points:

- **Enrollment Reward:** Families qualify for up to 10,000 TrueBlue Points by **enrolling** their child for their first summer at a Maine Camp Experience member camp by September 1, 2014 for summer 2015. (That could be a first level roundtrip flight on JetBlue! Reward flights start at 5,000 points.)

- **Referral Reward:** Current camp families, alumni and staff can earn up to 5,000 TrueBlue Points for each first-time enrolled camper they **refer** to a Maine Camp Experience member camp by September 1, 2014 for summer 2015.

(See <http://www.mainecampexperience.com/jetblue> for full details; some restrictions apply.)

The Maine Camp Experience/JetBlue TrueBlue summer launch encourages families to tour the MCE camps while they are open in summer 2014. Nothing compares to experiencing the camps firsthand while they are in action. This also makes for a great summer getaway to Maine, aka “Vacationland.” To find the best camp match visit <http://www.mainecampexperience.com> for planning tools and information, including [Select-A-Camp](#) and personalized camp recommendations by phone and email from the [Maine Camp Experience Guide](#), Laurie. She can also coordinate booking camp tours. Read more [about camp tours](#).

About Maine Camp Experience

Maine Camp Experience is a community of 33 premier, traditional sleepaway summer camps in Maine dedicated to providing children with the highest quality summer camp experiences in the country for generations. The camps, for kids ages 7-17, offer a range of sessions (from 1-8 weeks) and are either all girls, all boys, coed or brother/sister. Mainecampexperience.com is the resource for selecting camp and planning visits to Maine. The site features a Guide who personally assists families, [videos](#), as well as real [Maine Camp memories](#) self-posted by campers, parents, alumni, and staff. Summers and Camp Belong in Maine ... And So Do You!SM

Each summer, parents across the US and around the world choose to send 20,000 kids to Maine camps for incredible opportunities and experiences. Kids unplug and enjoy the natural beauty, strong traditions and values, and top-notch instruction and activities that Maine camps offer. Campers have fun, make new friends, learn new skills, set goals and achieve them, acquire life skills and values such as cooperation, respect, honesty, loyalty, collaboration and independence, and participate in social action initiatives.

About JetBlue Airways

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 30 million customers a year to 85 cities in the U.S., Caribbean and Latin America with an average of 825 daily flights. New service to Hyannis, Mass. begins this summer. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). For more information please visit JetBlue.com.

About TrueBlue

TrueBlue®, JetBlue's loyalty program, is free to join and includes the ability to use points for any seat on any JetBlue operated flight with no blackout dates, and redemptions start at just 5,000 points and \$2.50 taxes/fees. Members can now earn and keep points without the fear of expiration due to account inactivity since TrueBlue points never expire. Families and small groups can also elect to earn and share TrueBlue points through Family Pooling. Visit jetblue.com/trueblue for more information.

* Certain flights require more points and higher government taxes/fees to redeem award travel. The number of points required for a particular flight is based on the published base fare at the time of booking, which depends on, among other things, the flight chosen and applicability of peak travel periods. Taxes and fees apply to award flights, are the responsibility of the passenger, and will vary based on your departure and destination cities. For domestic award flights, taxes/fees range from \$2.50-\$5.00 for one-way and \$5.00-\$10.00 for roundtrip flights. For international award flights, taxes/fees range from \$2.50-\$82.10 for one-way and \$22.34-\$102.10 for roundtrip flights. Award flight fares also do not include fees for oversized/overweight/extra baggage and other fees for products/services sold separately. Taxes and fees must be paid at time of award flight booking and are subject to change as required by law.

All seats on JetBlue flights are available for booking using TrueBlue points. Even More Space seats are also available for the standard fee; TrueBlue Mosaic members may purchase Even More Space seats using the specified number of TrueBlue points required for the particular flight. No blackout dates apply to JetBlue operated flights. Blackout dates may apply to code share, interline, and partner flights.

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