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## **THE BROWARD CENTER FOR THE PERFORMING ARTS WELCOMES JETBLUE ON BOARD AS THE OFFICIAL AIRLINE SPONSOR**

*All-inclusive lounge is renamed the JetBlue Flight Deck on the Club Level in recognition of their support*

**FORT LAUDERDALE** – The Broward Center for the Performing Arts has announced the naming of the JetBlue Flight Deck on the Club Level in recognition of multi-year support by JetBlue, the largest airline in Fort Lauderdale and a leading airline in other major cities.

“We are delighted to announce this new partnership and welcome JetBlue on board as the exclusive airline partner,” said Broward Center President and CEO Kelley Shanley. “JetBlue’s mission to inspire humanity takes place both in the air and on the ground, and here at the Broward Center their support will allow us to inspire audiences. We share a commitment to creating a memorable customer experience and look forward to introducing guests to the JetBlue Flight Deck on the Club Level this season.”

New York’s Hometown Airline®, JetBlue carries more than 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights.

“We recognize our responsibility— to better the lives of our customers, our crewmembers and the communities we serve,” said Nicole Tesser, regional marketing manager, JetBlue. “The Broward Center contributes to the local community and South Florida tourism through the arts. Arts and culture and access to these resources are priorities for us as well for our neighbors, customers and tourists alike.

Located on the mezzanine level of the Au-Rene Theater, The JetBlue Flight Deck on the Club Level is the first of its kind in a performing arts venue and offers a unique all-inclusive experience. Patrons enjoy world-class performances from plush, extra roomy theater seats or from the windows inside the lounge, and relax with plentiful hors d’oeuvres, desserts, coffee and premium beverages at the open bar.

The Broward Center for the Performing Arts is located in the Riverwalk Arts & Entertainment District at 201 SW Fifth Avenue in Fort Lauderdale.

For more information visit [BrowardCenter.org](http://BrowardCenter.org), like us on Facebook at [Facebook.com/BrowardCenter](https://www.facebook.com/BrowardCenter), follow us on Twitter and Instagram @BrowardCenter, subscribe to our channel at [Youtube.com/user/BrowardCenter](https://www.youtube.com/user/BrowardCenter) and join the conversation with #BrowardCenter.

The Broward Center 2017-2018 season is presented by the Broward Performing Arts Foundation. AutoNation, Bank of America, Greater Fort Lauderdale Convention & Visitors Bureau, JetBlue,

All dates, times, programs, artists and ticket prices are subject to change without notice.

MasterCard, Paramount Refreshment Solutions and *Sun Sentinel* are proud sponsors of the Broward Center.

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About The Broward Center for the Performing Arts

One of America's premier performing arts venues, the Broward Center for the Performing Arts presents more than 700 performances each year to more than 700,000 patrons, showcasing a wide range of exciting cultural programming and events. Guest experiences at the Broward Center include the all-inclusive JetBlue Flight Deck on the Club Level, special events in the Huizenga Pavilion, waterfront dining at Marti's New River Bistro and innovative classes and workshops for all ages at the Rose Miniaci Arts Education Center. With one of the largest arts-in-education programs in the United States, the Broward Center serves more than 150,000 students annually. The Broward Performing Arts Foundation, Inc. receives and maintains funds to sustain, develop and secure the future of the Broward Center. The Broward Center for the Performing Arts is located in the Riverwalk Arts & Entertainment District at 201 SW Fifth Ave. in Fort Lauderdale. For more information, visit [BrowardCenter.org](http://BrowardCenter.org).

The Riverwalk Arts & Entertainment Consortium is a cultural partnership between the Broward Center for the Performing Arts, Bonnet House Museum & Gardens, NSU Art Museum Fort Lauderdale, Florida Grand Opera, Fort Lauderdale History Center and the Historic Stranahan House Museum. It is supported by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and the Greater Fort Lauderdale Convention & Visitors Bureau. Programs are sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Council on Arts and Culture.

**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 38 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 [www.jetblue.com](http://www.jetblue.com).