

# AIR BUDS

JetBlue makes flying friendlier for dogs with a new program.

BY KERRI FIVECOAT-CAMPBELL

Traveling with four-legged companions has become increasingly popular in recent years, and this includes people who travel with their pets by air. JetBlue Airways recognizes this and has unveiled a new program for pets and their guardians to help make the trip more comfortable.

"A lot of our customers travel with their pets," says Kim Ruvolo, brand manager for JetBlue Airways. "Pets are V.I.P.s, so it only makes sense that we extend our programs to four-legged family members."

An estimated 80,000 pets fly with their guardians on the airline each year, according to JetBlue. The new JetBlue JetPaws program provides customers flying with their pets a guide called Travel Pettiquette that helps educate customers on what they should and should not do while flying with their pets. "We want to make sure our customers are prepared when traveling with their pets," says Ruvolo. "The guide gives tips on the right supplies, carrier, etc."

The program also includes two extra TrueBlue points for the pet each way for frequent fliers, as well as a complimentary email within one week of their booking that will provide a link to a free e-booklet highlighting Fido-friendly hotels, restaurants, parks and animal hospitals at some of JetBlue's destinations, including Boston, Ft. Lauderdale, Las Vegas, Long Beach/L.A., New York, Orlando, San Francisco and Washington D.C.

In addition to the other services, JetBlue also partnered



To launch the JetPaws program, JetBlue sponsored a JetBlue Pet Look Alike photo contest. Customers were invited to submit their favorite look-alike photos of themselves with their pets. Crewmembers voted on the top five photos, and the five winners received two roundtrip tickets to any JetBlue destination. Four runners-up received a pet carrier and travel kit.



New York Post columnist Cindy Adams helped design the new pet carrier and travel kit offered by JetBlue.

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with Cindy Adams to design a special pet carrier and travel kit. Adams is a New York Post columnist, ASPCA board member and founder of Jazzy Park Avenue Dog products. "We are excited to partner with New York City icon Cindy Adams," says Ruvolo. "She brings her sense of style and fun to the design of our exclusive pet carrier."

The carrier is in the JetBlue colors and is available on the JetBlue site or in airports for \$45. The kit can also be purchased online and contains a pet blanket, rubber bone and travel dish. Items can be found by visiting [www.jetblue.com/shopblue](http://www.jetblue.com/shopblue).

"Traveling is a big part of my life and my work, and I always love bringing my sweet babies, Juicy and Jazzy, along when I travel," says Adams. "That is why JetBlue and I partnered together to make traveling with your pet more fun and easy. It's refreshing to partner with an airline so dedicated to customer service, even when it comes to pets."

JetBlue Airways only allows pets to fly in the cabin; they are not allowed to be put into the cargo hold. The fee for each pet is \$100 each way. Each customer is allowed only one pet, and the carrier must not exceed 20 pounds. The carrier is considered the carry-on piece of luggage, and only 20 animals per flight are allowed, so customers should book and plan well in advance. 