



## The 12<sup>th</sup> Kids First Auction is an Elite Travel Event for 2016

*The world's great travel brands are here with airline, hotel, and car rental offers, and a first-ever status auction of TrueBlue Mosaic® membership courtesy of JetBlue.*

Shorewood, WI (May 3, 2016) – The 12th Kids First Auction Sponsored by FlyerTalk.com will begin May 8. New for 2016 is the practically instant gratification of gaining Mosaic membership status in JetBlue's TrueBlue loyalty program. In addition, the auction will feature a selection of items worthy of a red carpet gift bag from Delta SkyMiles, Hertz, JetBlue, Priority Pass, Southwest Airlines, Spirit Airlines, Tune Hotels, United Airlines, and other travel companies.

The new addition is the opportunity to bid on six TrueBlue Mosaic elite status memberships.\* Get treated like royalty by JetBlue through 2017 with these Mosaic benefits:

- JetBlue change and cancellation fees will be waived for Mosaic members and others on their itinerary.<sup>1</sup>
- Check both the first and second bag for free (and others on the itinerary) no matter which fare option is purchased.<sup>2</sup>
- Enjoy complimentary access to an expedited security line and be among the first to board for early access to overhead bin space.
- Earn an additional 3 TrueBlue points per eligible dollar on JetBlue flights, for at least 9 points per dollar if booked at jetblue.com.<sup>3</sup>
- Redeem TrueBlue points for Even More Space seats at significantly reduced rates
- Access to a dedicated Customer Service Line available 24/7.
- Enjoy complimentary alcoholic beverages onboard.<sup>4</sup>

Returning for 2016, the Kids First Fund's eBay auction page will offer an array of airline tickets, hotel stays, and car rental vouchers. Specific items include rental car vouchers from Avis, upgrade to Platinum membership from Hertz, 2-night Tune Hotels vouchers at 7 locations in London, Edinburgh, and Newcastle, North America flight certificates from United, global lounge access with Priority Pass, Rocketmiles gift certificate, and individual hotel stays from more than 10 properties in the US and Canada.

Bidders may also visit a special auction page at the FlyerTalk.com website that features a "company authorized" auction of frequent flier program miles and points. This will include 30,000-mile certificates from Delta SkyMiles, 50,000 to 100,000 miles from airberlin topbonus, points from IHG Rewards, Starwood Preferred Guest, and Wyndham Rewards, plus an extravaganza of 300,000 miles from Spirit Airlines.

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The Kids First Auction will offer three 10-day online auctions. The bidding will begin at KidsFirstAuction.com and provide two bidding options: FlyerTalk and eBay. The auctions will begin on May 8, May 15 and May 22. Check out both auctions by visiting the homepage for the event at **KidsFirstAuction.com**.

"FlyerTalk is very pleased to once again sponsor the Kids First Auction for 2016. The FlyerTalk community of expert travelers always enjoys the unique opportunity to bid on miles, points, and other travel-themed items. This year we're excited that they will even be able to bid on elite status in the JetBlue TrueBlue program," said Stephen Horowitz, Senior Business Development Manager, Travel & Leisure for Internet Brands (the owner of FlyerTalk). "And with all the proceeds benefiting the Kids First Fund, it's a great deal for everyone."

**About the Kids First Fund:** The Kids First Fund is a US-based charity that helps abused children in resource-poor areas of the world, by developing programs that provide professional education to identify and treat abused children. The fund has been responsible for creating a family shelter in Latvia that cares for abused women and their children. Every penny donated during this auction and to the Fund will be spent on projects to benefit children. No funds are deducted for salaries or administrative expenses.

**About FlyerTalk.com:** FlyerTalk features discussions and chat boards that cover the most up-to-date traveler information. The FlyerTalk forums are open for business 24 hours, 7 days a week. Even better, all travelers -- from vacation travelers to mileage junkies -- are welcome in the community. Just choose a forum and you can get to the business at hand: conversing about programs, how to make the most of your miles and points, general travel, airports, destination and dining information.

**List of all donors for the 2016 Kids First Auction:** Airberlin topbonus, Avis Rent A Car, Best Western Austrian Chalet (Campbell River, Canada), Choice Hotels International, Comfort Hotel Downtown Toronto, Delta SkyMiles, Delta Toronto Hotel, Elite Island Resorts (Caribbean), Embassy Suites Norman (Norman, Oklahoma), Hertz, IHG Rewards, Los Establos Boutique Hotel, Marriott Suites Chicago O'Hare, Priority Pass, Rocketmiles, Southwest Rapid Rewards, Spirit Airlines, Starwood Preferred Guest, Staybridge Suites London (London, Canada), Stoney Nakoda Resort & Casino (Kananaskis, Canada), Tune Hotels, and Wyndham Rewards.

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Footnotes regarding TrueBlue Mosaic:

*\* Please refer to the terms and conditions for the TrueBlue program. The winner must be enrolled in JetBlue's TrueBlue program. Winners of this item will be contacted by JetBlue via email after the auction to let them know when their Mosaic status has processed. Membership is valid through 12/31/2017. Mosaic membership may not be transferred. Auction winners will not be awarded the 15,000 bonus points for qualifying for Mosaic.*

*1 Members with a valid TrueBlue Mosaic badge will not pay the applicable JetBlue change/cancellation fee when they change or cancel their JetBlue flight or JetBlue Getaways vacation reservation booked directly with JetBlue. The change/cancel fee will also be waived for any traveler on the same reservation as the Mosaic member; the change/cancel fee for any other traveler not on that same reservation will still apply. For changes, a flight fare increase or Getaways package price increase may apply, and for Getaways, other Travel Supplier change or cancellation fees may still apply. For bookings made with an entity other than JetBlue, booking agent fees, other third party fees and/or JetBlue third-party booking change/cancel fees may still apply. The Mosaic member must pay all applicable fees and/or any increase in fare or package price at time of change or cancellation or when required by the party assessing the fee.*

*2 Weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines apply.*

*3 Members will earn three (3) points per dollar spent on any individual flight operated by JetBlue. If those JetBlue operated flights are booked directly on [www.jetblue.com](http://www.jetblue.com), members can earn bonus points depending on the fare option selected as follows: members who have purchased a Blue fare can earn an extra three (3) bonus points per dollar for a total of six (6) points per dollar, members who have purchased a Blue Plus fare can earn an extra four (4) bonus points per dollar for a total of seven (7) points per dollar and members who have purchased a Blue Flex fare can earn an extra five (5) bonus points per dollar for a total of eight (8) points per dollar. Members who have purchased a Mint fare can earn an extra three (3) bonus points per dollar for a total of six (6) points per dollar, if those JetBlue operated flights are booked directly on [www.jetblue.com](http://www.jetblue.com). TrueBlue Mosaic members will earn an additional three (3) TrueBlue points per dollar spent. Points will be earned on the base fare of the flight only. Points will not be earned on government taxes/fees or other fees or charges (e.g., travel insurance, change/cancel fees, etc.). All TrueBlue points are subject to the TrueBlue program Terms and Conditions.*

*4 Not available on flights operating with express or no inflight service (flights under 340 miles) or where prohibited by law. Must be 21 years of age or older to consume alcohol. Applies only to the qualified Mosaic member and may not be transferred.*

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