

Fringe Festival flying high with JetBlue sponsorship deal

US airline JetBlue has been announced as the airline sponsor of the 2024 Fringe Festival.

JetBlue's [daily transatlantic flight](#) between New York's John F. Kennedy (JFK) Airport and Edinburgh Airport makes it even easier for Fringe artists and audiences to come to Scotland's capital this August.

Each year, hundreds of American artists flock to the Fringe, with audiences accounting for the festival's biggest international market.

Many Fringe shows have transferred from Edinburgh stages to the bright lights of Broadway, and the partnership will further connect the two vibrant and culturally diverse cities like never before.

To kick off the partnership on August 16, JetBlue will welcome Fringe festival goers at Edinburgh Airport to celebrate with snacks, music and photo opportunities by the famous EDINBURGH sign.

On Saturday, August 17, JetBlue's activation tent on The Mound will delight attendees with snacks offered on JetBlue flights, a photo booth featuring scenes from the airline's popular destinations in the U.S. and a chance to win JetBlue prizes.

[JetBlue](#) is also supporting the Keep it Fringe US fund, with a target of raising \$350,000, which will be awarded in grants of \$4,500 to help at least 50 US artists bring work to the

festival in 2025.

Successful recipients will also receive a support package to aid audience and career development, with a specific focus on marketing, screen development and industry networking opportunities.

Jayne O'Brien, head of marketing and customer support, said: "JetBlue is committed to supporting the communities where we work, live and fly, which is why we wanted to partner with the Edinburgh Fringe Festival.

"Our newest transatlantic route that connects Edinburgh to New York and beyond has already been successful in offering a better experience at a more affordable fare. We aim to continue fostering a relationship with our UK flyers at Fringe with surprise-and-delight activations that provide a space for attendees to relax just as they would during a JetBlue flight."

Shona McCarthy, Chief Executive of the Edinburgh Festival Fringe Society, said: "We are delighted to be partnering with JetBlue, whose value offering for transatlantic travellers will hopefully make it easier and more affordable for US artists and performing arts pioneers to visit Edinburgh this August.

"We are also enormously grateful to JetBlue's support with our recently launched Keep it Fringe US fund. We are excited to welcome the team to Edinburgh this August."

