

CONTEST CORNER



Reality Program Mends Charity With Contest Challenges

(NAPSA)—From surviving on remote islands to spouse swapping and singing contests, reality TV shows are winning ratings, but one new show lets contestants compete for charitable donations and a year's worth of family travel.

In the reality program "Share the Love," two families participate in a two-day, cross-country competition that involves finding the most creative ways to earn enough TrueBlue® points by using the JetBlue Card from American Express for a return flight home on JetBlue Airways. The winning family receives a grand prize of a year's worth of travel on JetBlue and viewers decide the winner by going to www.jetbluecard.com and casting their vote.

The catch: The families can only make purchases for other people, namely charities.

Two families, the Brocks and the Lohs, were the stars of the show. For the first challenge, the Brocks and Lohs went on a grueling scavenger hunt at Hollywood & Highland Center for some very high-priced items including autographed celebrity posters and memorabilia. These items were later donated to the Girls & Boys Club of Santa Ana for the charity to use in an upcoming auction.

The second challenge involved a pancake cook-off at a firehouse to benefit the firefighters' memorial in Hollywood and the Los



A new program pits contestants in a worthy battle: who can do the very best job of donating to charity.

Angeles Fire Department. The families embarked on a cross-country trip to New York to complete the remainder of the third and fourth challenges, where the two families shopped at Bloomingdale's to help benefit Dress for Success, a charity that helps economically underprivileged women dress to enter the workforce; and Circus for All, a charitable organization that donates circus tickets to disadvantaged children.

The families' experiences are being aired on DIRECTV on JetBlue flights through April, with featured segments of some of the most exciting highlights of the contest available online at www.jetbluecard.com.

Viewers get to determine which family wins the grand prize of a year's worth of travel on JetBlue by voting online. Full details on the voting process are available at www.jetbluecard.com.