



New Partnership Makes a Perfect Landing in Pleasantville: United Airlines Announced as the Official Airline of the Jacob Burns Film Center

Award-winning nonprofit film and education hub selects major airline as the sole and exclusive sponsor of all preview screenings and new releases with special guests for a full year

Pleasantville, NY – August 19, 2019 — The [Jacob Burns Film Center](https://burnsfilmcenter.org/film) (JBFC), a nonprofit film and education center along with United Airlines—a global airline with a shared purpose of Connecting People. Uniting the World — announces the airline will be the exclusive and sole sponsor of the JBFC’s preview screening and new release events featuring special guests for one year. The sponsorship began on June 1, 2019, with the first event, a sold-out screening of *Framing John DeLorean* followed by a Q&A with actor Alec Baldwin.

“We are proud and honored to work with such an outstanding corporate citizen. United shares our commitment to celebrating diverse voices and discovering stories from across the country and around the world,” noted JBFC Executive Director Edie Demas.

“We view the Jacob Burns Film Center as the perfect partner because they connect people through the power of film and help learners of all ages succeed in a visually, digitally, and globally connected world,” said Jill Kaplan, President of United Airlines NY/NJ. “We look forward to enjoying a long and fruitful relationship with the Jacob Burns Film Center.”

For more information, visit <https://burnsfilmcenter.org/film>, FB: [@JacobBurnsFilmCenter](https://www.facebook.com/JacobBurnsFilmCenter), Twitter: [@JBFC_ny](https://twitter.com/JBFC_ny) and Instagram: [@JBFC_pville](https://www.instagram.com/JBFC_pville).

[Jacob Burns Film Center](https://burnsfilmcenter.org/film) is a nonprofit arts and education hub located on a three-building campus in the New York Metro area. The JBFC brings the transformative power of film to the surrounding community through unique programming and discussions, shared experiences, and educational initiatives. Since opening in 2001, over 3,000,000 people have enjoyed the best of current American and foreign cinema, unique film series, and special events at the five-screen theater complex. A pioneer in visual literacy education, the JBFC offers courses in filmmaking, screenwriting, animation, and more for students of all ages at our state-of-the-art Media Arts Lab, and develops media literacy curricula for schools throughout the region.

About United

United's shared purpose is "Connecting People. Uniting the World." We are more focused than ever on our commitment to customers through a series of innovations and improvements designed to help build a great experience: Every customer. Every flight. Every day. Together, United Airlines and United Express operate approximately 4,900 flights a day to 356 airports across five continents. In 2018, United and United Express operated more than 1.7 million flights carrying more than 158 million customers. United is proud to have the world's most comprehensive route network, including U.S. mainland hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco and Washington, D.C. United operates 783 mainline aircraft and the airline's United Express carriers operate 561 regional aircraft. United is a founding member of Star Alliance, which provides service to 193 countries via 28 member airlines. For more information, visit united.com, follow @United on Twitter and Instagram or connect on Facebook. The common stock of United's parent, United Airlines Holdings, Inc., is traded on the Nasdaq under the symbol "UAL".

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