



Date: September 25, 2008
Subject: Private Corporate Aviation Services used to benefit charitable causes.

For Immediate Publication

Mississauga, Ontario, CANADA — Jet Executive Travel Solutions (J.E.T.S.) is a firm that specializes in corporate travel and the use of private business aircraft and luxury boats. The firm has an extensive network of service providers and accordingly a wide variety of aircraft sizes and types to choose from – from local short-haul to large, intercontinental type biz jets. Being a broker service, J.E.T.S. leverages its total buying capacity to the benefit of every client, passing along preferred rates to the end user.

J.E.T.S. president Greg Marlo is a former commercial rated pilot and successful business development and marketing specialist. Marlo is known and respected for his philanthropic spirit and devotion. He believes strongly in the adage that *you get as you give*. To that end Greg has worked his connections with the corporate aviation community into exciting and unique opportunities for recognized charitable groups. The results - events and innovative trips for these organizations to auction as prizes during key events.

In March 2008 of this year, J.E.T.S. ran a charter benefiting the William Osler Hospital Foundation. The trip was the focus of a live auction during a gala/fund raiser held last fall. The highest bidders were provided an opportunity for eight golfers to enjoy a weekend at Fripp Island Resort in South Carolina – inclusive of air travel on a private corporate jet round trip. Participants for this event were professionals from the medical field. They had wonderful things to say about the trip including the excellent of service, convenience of private jet travel and of course, the great golfing!

Marlo is quick to note that charity events aside, this type of trip has also created awareness and generated interest from the participating businesses in other ways. After their first taste of this sort of thing, several have put together similar trips as an incentive for their customers and key staff. "We have been able to develop similar travel models that include private jet travel, accommodations and golf at great destinations for under \$2500 per person over a 3 day weekend" he notes.

A similar charity package was recently auctioned at a major Bay Street financial firm's benefit for their chosen foundation. It included four seats as a package and an additional raffle for the other four seats. The foundation in this case supports around 16 local Toronto charities. Over \$46,000 was raised from this event alone. The trip includes private jet service aboard a Citation aircraft that is operated by **Chartright Air Group**. J.E.T.S. in conjunction with its sales and marketing affiliate, the Aircraft Charter Guys, have made all the necessary arrangements including concierge service and what promises to be some fabulous golf at the renowned Kiawah Island Golf Resort in South Carolina.

Yet another excursion in the works is planned for April 3-5, 2009 will benefit the Canadian Centre for Abuse Awareness. This charity which provides much needed help to the victims of abuse. This trip will be offering a one chance out of a possible 250 for two people for a \$100 donation. The organizers expect to raise over \$50,000 from the various give-aways and auctions from this trip alone. For ticket information on this event, please call 905-967-0687.

Greg Marlo seems have hit on a winning formula here. It creates needed funding for a good cause, provides the participants with a great value added trip and is proving to be a good lead in to other travel and business support ideas. Those looking for something different in their corporate and charitable world are invited to contact him directly and explore how a similar package might benefit their business and philanthropic interests. As Marlo says – "it puts a new and rewarding spin to giving and travel in a win-win formula. In addition when these are partnered with sponsors or co-presenters, they make very effective marketing tools with positive exposure and meaningful corporate messages."

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