

April 18, 2012



Southwest Airlines Celebrates "Month of Giving Back"

Carrier Hosts a Variety of Activities and Contests in April to Commemorate Earth Day and National Volunteer Week

DALLAS, April 18, 2012 /PRNewswire/ -- Whether it's volunteering at a neighborhood school, planting trees at a public park, or welcoming home a planeload of Military troops, giving back is an extension of the [Southwest Airlines'](#) (NYSE: LUV) mission and the carrier's history to do the right thing for its Employees, Customers, Communities, and the Planet. In honor of Earth Day and National Volunteer Week in April, Southwest is celebrating its commitment to sustainability and its dedication to volunteerism with a "Month of Giving Back" by working with multiple nonprofit organizations to host a variety of activities and contests nationwide in which Customers and Employees can participate.

"Giving back is part of the Southwest DNA, and we are dedicated to being a LUVing member of the communities where we work and live," said Linda Rutherford, Southwest's Vice President Communication and Strategic Outreach. "Southwest has a commitment to the triple bottom line of Performance, People, and Planet, and these activities will help spotlight our efforts to always do the right thing."

ACTIVITIES IN APRIL:

April 15-30: **National Wildlife Refuge Association Volunteer Opportunities**

As the official airline of the [National Wildlife Refuge Association](#), Southwest is helping to promote volunteerism on national wildlife refuges across the country. To find a volunteer opportunity near you, visit www.refugeassociation.org under the Get Involved tab.

April 18: **Dream Green Getaway Contest**

As a result of Southwest's ongoing environmental stewardship commitment, the carrier has diverted nearly 7,000 tons of material from landfills and into recycling facilities since August 2008 with its co-mingled recycling program. That's equal to the weight of nearly 165 Boeing 737-700 aircraft. Southwest is asking Customers to show their commitment to the environment by sharing the creative and unconventional ways they recycle ordinary objects like water bottles, t-shirts, and newspapers for the chance to win a Southwest-branded bike, two annual park passes from the [National Park Foundation](#), and a green vacation getaway for two to sunny San Diego courtesy of [Southwest Vacations](#). To learn more about the contest, visit the [NUTS About Southwest blog](#).

April 19: **Systemwide Share the Spirit Volunteer Event Kick-Off**

To celebrate National Volunteer Week, Southwest kicks off its systemwide Share the Spirit initiative, during which Southwest and AirTran Employees will give back to one local school

in their city. Employees will have the opportunity to compete in a Company contest—the city with the best project and the most participants wins.

April 20: **Southwest Airline's Community Garden**

What began as an otherwise-ignored grassy area on the Southwest Airlines Headquarters campus more than two years ago is now a 2,500 square foot organic community garden that has resulted in more than a dozen trips to the local Dallas food bank. On April 20, Southwest will unveil a butterfly habitat garden located right next to the community garden thanks to a donation by Southwest's Dallas-based Inflight Employees. You can read more about the Southwest Airlines' community garden on the [NUTS About Southwest blog](#).

April 21 through Earth Day on April 22: **Student Conservation Association Earth Day Activities, Airport Celebration in Dozens of Southwest Cities, and Earth Day Dallas**

Southwest Airlines is teaming up again with the [Student Conservation Association](#) to help amplify the importance of promoting ongoing stewardship and sustainability through hands-on conservation projects on April 21. To find out where you can roll up your sleeves and plant a tree in the name of Earth Day, visit thesca.org/events.

To further celebrate Earth Day, Southwest is providing Customers the opportunity to give back with flowers by handing out free wildflower seed packet bookmarks on April 22 in select cities: Seattle, Spokane, Portland, Sacramento, Oakland, San Francisco, San Jose, Burbank, Los Angeles, Orange County, Las Vegas, San Diego, Phoenix, Denver, Dallas, Houston, St. Louis, Chicago Midway, Milwaukee, Manchester, Boston Logan, Providence, New York La Guardia, Newark, Philadelphia, Baltimore/Washington, Washington D.C. (Dulles), Atlanta, Orlando, and Ft. Lauderdale/Hollywood. Additionally, as a sponsor of [Earth Day Dallas](#), Southwest Employees will host a booth to celebrate everything Green during this two-day festival on April 21 - 22.

April 25: **Composting Lunch & Learn, Dallas**

Southwest is hosting a Composting Lunch & Learn at its Headquarters to educate attendees on how to discover the recipe to compost, or what gardeners affectionately like to call "black gold," since it's full of nutrients. Along with learning how to compost and reduce the amount of waste that ultimately ends up in landfills, Southwest will be giving away 200 free compost bins donated by the City of Dallas. Those interested in attending can register on site at Southwest's Headquarters in Dallas.

April 13: **Volunteers of LUV Celebration**

Every year, Southwest Airlines recognizes the generous Servant's Hearts of its Employees from around the system who volunteer in the communities where they work and live—whether they participate in the airline's Adopt-A-Pilot Program, working with kids to build confidence and help overcome obstacles, or clean up at a community, beach, or park—the list is endless. Employees are nominated by their peers and nonprofit organizations for the Volunteers of LUV award and are recognized at a formal celebration at Dallas Headquarters.

About Southwest Airlines

Southwest Airlines continues to differentiate itself from other low-fare carriers — offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded and has acquired AirTran

Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 73 cities in 38 states and remains one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/citizenship to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 37,000 Employees.

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