

February 2, 2015



# Launching The Month Of Love: Southwest Airlines Shows Atlanta Its Heart

## Fares as Low as \$49 One-Way Headline Campaign Showcasing Carrier's Atlanta Employees

DALLAS, Feb. 2, 2015 /PRNewswire/ -- [Southwest Airlines](#)<sup>®</sup> (NYSE: LUV) today kicked off the month of love with a big Valentine for its Atlanta Customers by offering one-way fares to select destinations for as low as \$49 one-way (check detailed fare rules below for restrictions and exclusions) for travel Feb. 24 through May 20, 2015. Fares are available at [Southwest.com](#) from Feb. 2 -11, 2015.

Examples of Southwest Airlines' low fares include (see Fare Rules below):

- \$49 one-way nonstop between Atlanta and Washington, D.C. (Reagan National)
- \$49 one-way nonstop between Atlanta and Orlando
- \$79 one-way nonstop between Atlanta and Chicago (Midway)
- \$99 one-way nonstop between Atlanta and Los Angeles (LAX)

The carrier also launched a new, fun-loving "Heartlanta" campaign to showcase Atlanta-based Employees who fuel Southwest's famous and unique Customer Service.

"This creative leaves no doubt about who puts the Heart in Hartsfield-Jackson," said Southwest's Chief Marketing Officer, Kevin Krone. "Behind Bags Fly Free<sup>®</sup> (first and second pieces of checked luggage, size and weight limits apply), No Change Fees, and being the Low Fare Leader, our People stand as the smiling guardians of our Brand promise and make Southwest everything we are."

Read more about the *Heartlanta* campaign and view some of the commercials on Southwest's [blog](#).

Three years ago this month, Southwest launched service from Atlanta with 15 departures to five cities. Today, the carrier offers nonstop flights to more than 40 destinations and has more than 3,200 Atlanta-based Employees, many of whom joined Southwest in the Company's acquisition and integration of AirTran Airways. On Dec. 28, 2014, the Company celebrated the final, scheduled AirTran flight with a commemorate salute at the Atlanta airport.

"Through the breadth of our network and the power of our Brand, Southwest offers the nonstop flights to destinations Atlantans want, with low fares, at convenient times, and with Employees who proudly wear our Heart on their sleeves and smiles on their faces," said Andrew Watterson, Southwest's Senior Vice President of Network and Revenue Management.

Southwest has donated nearly \$2.9 million dollars to area community organizations since touching down in Atlanta. Southwest is the official airline of both the Atlanta Falcons and the

College Football Hall of Fame, presenting sponsor of the Georgia Aquarium, and a partner of Piedmont Park Conservancy, Atlanta's most visited green space. In addition to being named one of Atlanta's "Best Places to Work," Southwest is also a strong supporter of UNCF, the Atlanta Business League, and many other community and business organizations. [Read more](#) about our history, employment, and flight service offered by Southwest at Hartsfield-Jackson Atlanta International Airport.

### **SALE FARES (TERMS & CONDITIONS)**

Advance purchase of 21 days required. Purchase from Feb. 2-11, 2015, 11:59 p.m. in the respective time zone of the originating city. Travel valid only on Tuesdays and Wednesdays from Feb. 24, 2015, through May 20, 2015. Fares valid on nonstop service only. Displayed prices include all U.S. and international government taxes and fees. Points bookings do not include September 11th Security Fee of \$5.60 per one-way flight. Points bookings do not include any additional international government taxes and fees. Seats and days are limited. Fares may vary by destination, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Travel is available for one-way Wanna Get Away® Fares. Fares may be combined with other Southwest Airlines combinable fares. If combining with other fares, the rules of the most restrictive fare apply. Sale fares may be available on other days of week, but not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest Airlines®, as long as Customers cancel reservations at least ten minutes prior to the scheduled departure of their flight. Failure to cancel prior to departure will result in forfeiture of remaining funds in the reservation. Any change in itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime Fare. Fares are subject to change until ticketed. Offer applies to published, scheduled service only.

### **ABOUT SOUTHWEST AIRLINES CO.**

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,400 flights a day, serving 93 destinations across the United States and five additional countries. Subject to government approvals, Southwest service to San Jose, Costa Rica, begins in March 2015; service to Puerto Vallarta, Mexico, begins in June 2015; and service to Belize City, Belize begins in October 2015.

\*Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats Music or to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest is the only major U.S. airline to offer Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are never change fees, although fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With 42 consecutive years of profitability, Southwest is one of the most honored

airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at [Southwest.com/citizenship](http://Southwest.com/citizenship).

Book Southwest's low fares online at [Southwest.com](http://Southwest.com) or by phone at 800-I-FLY-SWA.

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