

March 6, 2015



# Southwest Airlines Proudly Celebrates Women's History Month

**Carrier makes a positive difference in the community throughout Women's History Month by supporting nonprofit organizations nationwide**

DALLAS, March 6, 2015 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) builds strong communities through its support of nonprofit organizations that work to build brighter futures for the people they serve. "At Southwest Airlines, we believe in empowering the People who work and live in the communities we serve with the tools they need to be successful," said Ellen Torbert, Southwest Airlines' Vice President of Diversity & Inclusion. "Many of the nonprofit organizations we work with provide women the resources and opportunities necessary to achieve their career goals. Through education and leadership, Southwest, with our nonprofit Community Partners, is building a pipeline of talented women with bright futures in career fields of their choice."

Southwest Airlines proudly continues its commitment to women throughout the year:

**January | Women in Government, 21st Annual State Directors Conference & 11th Biennial First Term Legislators Conference, St. Pete Beach, Fla.**

Southwest Airlines is proud to be the Official Airline of Women in Government and to sponsor the annual conference that brought attendees together to discuss cutting-edge public policy issues and participate in a fantastic exchange of ideas from legislators across the United States.

**February | Hampton Roads Chamber of Commerce, Professional Women's Leadership Luncheon Series, Virginia Beach, Va.**

Southwest Airlines proudly sponsored this impactful leadership luncheon that featured Courtney Lynch, Founder of Lead Star.

**March 6 | Southwest Airlines and Accenture, International Women's Day Conference: #ListenLearnLead, Dallas**

Southwest Airlines and Accenture will cohost the International Women's Day Conference where Senior Leaders from Southwest Airlines and Accenture will share insights about sharpening listening skills in a workplace increasingly characterized by multitasking and digital technologies, understanding and capitalizing on learning opportunities, and leading in both live and virtual environments.

**March 8-30 | Women's Foundation of California, People's Momentum Award: Celebrating Women's Organizations Making a Difference in California, Statewide**

Southwest Airlines proudly supports the People's Momentum Award online contest which invites Californians to nominate and vote for their favorite women's rights organization. The organization with the most votes on March 30 will win a \$10,000 grant from the Women's Foundation of California.

**March 14 | Sadie Nash Leadership Project, Women's HERStory Celebration and Action Summit, New York**

Southwest Airlines proudly supports Sadie Nash Leadership Project's annual Women's HERStory Celebration and Action Summit during Women's History Month. Low-income young women from across New York City will join together to discuss moments in women's history, the importance of women's leadership, and build community through activities and workshops.

**March 14 | MANA de San Diego, Hermanitas Avanzamos Conference, San Diego**

Southwest Airlines supports workshops and careers in STEM (Science, Technology, Engineering, and Mathematics), specifically astrophysics, for at-risk Latina students at UC San Diego.

**March 20 | University of Wisconsin Milwaukee School of Continuing Education, Women Leaders Conference, Milwaukee**

Southwest Airlines is proud to be the presenting sponsor of the Women Leaders Conference, which celebrates women who have pioneered their fields and uncovers their proven methods for success. Attendees will learn from accomplished women, discover what inspires them, and harness the energy to empower themselves.

**March 21 | Legacy Ladies, Annual Torch Awards, Marina Del Rey, Calif.**

Southwest Airlines is proud to be the Official Airline of Legacy Ladies, an organization that serves as a catalyst for change, improves the quality of life, and empowers disadvantaged communities through education and other resources.

**April 16 | Arizona Foundation for Women (AFW), 19<sup>th</sup> Annual Awards Luncheon: I am Arizona, Scottsdale, Ariz.**

Southwest Airlines is proud to be the Official Airline of AFW. An organization that believes S.H.E. Counts by supporting Safety, Health, and Economic Empowerment for women in Arizona.

**April 18 | Dress for Success Worldwide, Something to Share Gala, New York**

Southwest Airlines proudly celebrates the success and accomplishments of the women served by Dress for Success Worldwide.

**April 22 | Women's Foundation of Southern Arizona, Annual Luncheon, Tucson, Ariz.**

Southwest Airlines is proud to be the Official Airline of the Women's Foundation of Southern Arizona and support their mission of fostering equality and opportunity for women and girls.

**April 29 | St. Petersburg Chamber of Commerce, Iconic Women of St. Petersburg: Celebrating Women with Vision Awards, St. Petersburg, Fla.**

Individual awards celebrate honorees for achievements in improving their professional environments and enhancing lives of fellow citizens.

**May 13 | CABLE, Power of Inclusion Luncheon, Nashville, Tenn.**

As a Gold Sponsor of the event, Southwest proudly joins CABLE as they recognize Nashville individuals, businesses, and non-profit organizations that championed all types of diversity and developed innovative methods to enhance diversity and inclusion. Nominees are evaluated and selected by CABLE's panel of experts on Diversity Best Practice.

**May 13 | Union County Women Mean Business, Third Annual Summit, Kenilworth, N.J.**

For the 3<sup>rd</sup> consecutive year, Southwest Airlines proudly supports the Union County Women Mean Business Summit designed to inspire, educate, and motivate Union County's professional women to compete and succeed in business.

**May 16 | Friends of the Commission on the Status of Women, 100 Girls Who One Day Will Influence the World, San Francisco**

Southwest Airlines is proud to sponsor Tea & Conversation with San Francisco First Lady Anita Lee & Noosheen Hashemi, President and Co-Founder of The HAND Foundation. A gathering of girls, 9-12 years old, will share their dreams and develop their sense of self on topics about STEAM (Science, Technology, Engineering, Arts and Mathematics).

**May 20-22 | WTS International, WTS Annual Conference, Chicago**

Southwest Airlines is proud to support this annual conference that attracts more than 500 corporate and governmental industry leaders worldwide. Private corporations, public agencies, and government officials invested in every transportation mode will exhibit, present, learn, and network.

**June 5 | Positively Powerful Women, 8<sup>th</sup> Annual Awards, Phoenix**

Southwest Airlines is proud to be the Official Airline of the 8<sup>th</sup> Annual Awards.

**June 18 | Urban League of Hampton Roads, Inc., 2015 Women of Power, Hampton Roads, N.J.**

Southwest Airlines proudly supports the 2015 Women of Power event.

**July 17 | National Association of Women Business Owners (NAWBO), 2015 Visionary Awards Gala, Columbus, Ohio**

Southwest Airlines is proud to sponsor NAWBO's Visionary Awards Gala featuring Diane Ellis, CEO of The Limited.

**Nov. 4-6 | Leadership California, California Issues & Trends Program: California's Trademark, Innovation in Business & Community, San Diego**

Southwest Airlines proudly supports Leadership California and its mission to advance women leaders in business and community across California.

**Dec. 3 | Hispanas Organized for Political Equality (HOPE), 26<sup>th</sup> Annual Anniversary Awards Dinner, Los Angeles**

Southwest Airlines proudly supports HOPE's Annual Awards dinner supporting the economic and political equality of Latinas in California. This impactful event will join corporate, community, and elected leaders for a night that celebrates Latina Leadership.

**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. Southwest service to San Jose, Costa Rica, begins in March 2015; service to Puerto Vallarta, Mexico, begins in June 2015; and Subject to government approvals, 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 Airlines' low fares online at [Southwest.com](http://Southwest.com) or by phone at 800-I-FLY-SWA.

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