

May 7, 2015



Southwest Airlines Honors Proud Tradition Of Celebrating Asian Pacific American Heritage Month

DALLAS, May 7, 2015 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) shows its continued commitment to the Asian Pacific American community through its celebration of Asian Pacific American Heritage Month in May. The Company is hosting an array of activities throughout the month of May and will continue celebrating Asian Pacific American Heritage all year long.

"At Southwest Airlines, we have a passion for People," said Ellen Torbert, Southwest Airlines' Vice President of Diversity and Inclusion. "We recognize that diversity of thought comes from the unique backgrounds of our Employees and Customers. We enjoy the opportunity to celebrate Asian Pacific American Heritage throughout the month of May, and our commitment proudly continues throughout the year through the many community events we sponsor in the Asian Pacific American community."

To learn more about Southwest Airlines' commitment to the Asian Pacific American community, please visit [NUTS About Southwest](#) or [Southwest.com/asianoutreach](#).

Southwest Airlines celebrates Asian Pacific American Heritage throughout the year:

April | South Asian Americans Leading Together, National South Asian Summit, Washington, D.C.

Southwest proudly sponsored the National South Asian Summit, which brought participants together to explore issues affecting South Asians in the U.S.; connect with government officials and congressional offices; expand their networks; and strategize with diverse leaders, advocates, and allies to lift up voices, create change, and claim their power through collective action for justice.

May 3 | Chinatown Partnership, Heritage Festival, New York City

Southwest proudly sponsors the Chinatown Partnership and its activities throughout the year, including "Weekend Walks" featuring the annual Asian American and Pacific Islander Heritage Festival. Celebrating its 36th year, the Heritage Festival, presented by the Coalition for Asian Pacific Islanders, showcases Asian American and Pacific Islander identity and culture.

May 12 | Asia Society of Northern California, Annual Dinner & Symposium, San Francisco

Southwest joins the Asia Society of Northern California as they present Leadership Awards in the field of contemporary art.

May 13-14 | Asian/Pacific Islander American Chamber of Commerce & Entrepreneurship (ACE), National Conference & Awards Banquet, Washington, D.C.

Southwest proudly sponsors ACE as it brings together business owners, entrepreneurs, corporate leaders, and government officials from across the country.

May 27 | Southwest Airlines, The Power of Inclusion: Telling our Stories, Dallas

Southwest proudly hosts its Power of Inclusion event in honor of Asian Pacific American Heritage Month. This year's event will focus on highlighting the stories of three Employees: Kim Delevett, Regional Leader, Community Affairs & Grassroots; Murugesan Paramasivan, Director, Technology; and Evan Berg, Senior Manager, Network Planning and Performance. Employees will join at the Company's headquarters to celebrate and learn together.

June 6 | Asian Pacific American Leadership Institute (APALI), 18th Anniversary Benefit Banquet Luncheon, San Jose, Calif.

Southwest is proud to join together with other APALI supporters, friends, fellows, and alumni at the annual benefit to learn about, celebrate, and sustain the mission of the organization.

June 12 | Korean American Community Services, 43rd Anniversary Benefit Gala, Chicago

Korean American Community Services celebrates its 43rd year of service to the community at its Anniversary Benefit Gala, Core Curriculum: Service and Education, Empowering our Community.

June 19 | Center for Asian Americans United in Self-Empowerment (CAUSE), Leadership Academy Kickoff, Los Angeles

Southwest proudly sponsors CAUSE's Leadership Academy Kickoff, a program dedicated to developing leadership skills for students who are interested in exploring a career in public office, public service, or community advocacy.

July 2-5 | OCA Advocates, National Convention & Gala, San Francisco

Southwest is proud to sponsor OCA Advocates' National Convention & Gala: Unifying Asian Pacific Islander America.

July 13-15 | Japanese American Citizens League (JACL), National Convention and Banquet, Las Vegas

Southwest proudly supports JACL in its mission to secure and safeguard the civil and human rights of Asian and Pacific Islander Americans and all communities who are affected by injustice and bigotry.

July 16 | Leadership Education for Asian Pacifics (LEAP), Annual Awards Gala, Los Angeles

Southwest joins LEAP as it celebrates 33 years of "Growing Leaders" and the leadership and accomplishments of individuals and organizations that exemplify LEAP's mission to achieve full participation and equality for Asian and Pacific Islanders through leadership, empowerment, and policy.

July 24-Aug. 2 | Asian CineVision, Asian American International Film Festival, New York City

Southwest proudly sponsors the Asian American International Film Festival, created by Asian CineVision, a nonprofit media arts organization devoted to the development, promotion, preservation, and exhibition of Asian and Asian American film and video.

Sept. 17-18 | California Asian Chamber of Commerce, Business Summit, Costa Mesa, Calif.

Southwest is proud to sponsor the California Asian Business Summit, which brings together corporate, business, and government leaders to explore cutting edge issues affecting the global economy.

Sept. 17-20 | Center for Asian American Media, CAAMFest, San Jose, Calif.

Southwest proudly sponsors CAAMFest. The festival's core commitment is the discovery of new talent, new voices, new stories, and new visions.

Sept. 26-27 | Center for Asian Pacific American Women, National Leadership Summit & 20th Anniversary Celebration, Seattle

Southwest proudly sponsors The Center, a national organization dedicated to developing leadership and addressing the challenges for Asian Pacific American (APA) communities.

Sept. 28-30 | National Coalition for Asian Pacific American Community Development, 15th Anniversary Annual Convention, Washington, D.C.

Southwest proudly sponsors the National Coalition for Asian Pacific American Community Development's 15th Anniversary Annual Convention: Moving Forward, Rising Together: United for Thriving Communities.

Oct. 1 | Asian Americans Advancing Justice (AAJC), American Courage Awards, Washington, D.C.

Southwest is proud to sponsor the American Courage Awards and AAJC's mission to promote a fair and equitable society for all by working for civil and human rights and empowering Asian Americans and Pacific Islanders and other underserved communities.

Oct. 16 | Chinatown Community Development Center, 38th Anniversary Gala, San Francisco

Southwest proudly sponsors Chinatown Community Development Center's 38th Anniversary Gala and the organization's mission to build community and enhance the quality of life for San Francisco residents.

Oct. 29 | Asian & Pacific Islander American Scholarship Fund (APIASF), Annual Scholarship Benefit Gala, New York City

Southwest joins APIASF as it recognizes outstanding scholarship recipients and highlights their achievements.

Nov. 6-8 | Southeast Asia Resource Action Center (SEARAC), 40 and Forward: Southeast Asian Americans Rooted & Rising Reception, Long Beach/Los Angeles

Southwest proudly supports SEARAC's mission to strengthen the capacity of community-based organizations led by refugees from around the world.

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 47,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,600 flights a day, serving 94 destinations across the United States and six additional countries. Southwest 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) to everyone, and there are no change fees, though 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 whenever the carrier enters new markets. 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.

Book Southwest Airlines' low fares online at Southwest.com or by phone at 800-I-FLY-SWA.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/southwest-airlines-honors-proud-tradition-of-celebrating-asian-pacific-american-heritage-month-300079929.html>

SOURCE Southwest Airlines