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Southwest Airlines Continues Partnership With GenHERation To Help Inspire Young Women

DALLAS, Feb. 28, 2018 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) announced today that it will be continuing its partnership with [GenHERation](#) for the second year. GenHERation is a community where companies and young women are brought together for career development and networking opportunities. Working together, Southwest Airlines® will connect its female Leadership with members of GenHERation to help inspire the next generation.

"Southwest is excited to continue our partnership with GenHERation throughout 2018," said Julie Weber, Southwest's Vice President of People. "At Southwest, we are dedicated to empowering younger generations with the tools and skills they need to succeed. Through our various partnerships and programs, we are committed to building the talent pipeline for our future."

During 2018, Southwest will work with GenHERation to create [innovative](#) ways to support members of the GenHERation community as they begin to embark on their future careers. To help empower these young women, Southwest will host various networking events, career exploration opportunities, and skill-building activities in collaboration with GenHERation.

"We love working with Southwest to highlight their talented female leaders and share career opportunities with our members," said Katlyn Grasso, founder and CEO of GenHERation. "Through our partnership with Southwest, we have been able to connect young women in our network with Southwest Employees in meaningful ways. Together with Southwest, we will inspire the next GenHERation of women leaders."

Additionally, Southwest will once again host [Discovery Days](#) in 2018. Discovery Days allows young women the opportunity to come to the Southwest Airlines headquarters and learn more about the Company. Members will also interact with female Leadership and experience what it's like to Live and Work the Southwest Way. By continuing its work with GenHERation, Southwest is exemplifying its commitment to connect People to what's important in their lives.

ABOUT SOUTHWEST AIRLINES CO.

In its 47th year of service, Dallas-based [Southwest Airlines Co.](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base topping 120 million passengers annually, in recent years. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. During peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 100

destinations in the United States and 10 additional countries. Southwest has announced its intention to sell tickets in 2018 for service to Hawaii, subject to requisite governmental approvals.

Southwest coined [Transfarency](#)[®] to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying low. Southwest is the only major U.S. airline to offer bags fly free[®] to everyone (first and second checked pieces of luggage, size and weight limits apply, some carriers offer free checked bags on select routes or in qualified circumstances), and there are no change fees, though fare differences might apply.

As launch customer of the Boeing 737 MAX 8 in North America, the Company operates the largest fleet in the world of Boeing aircraft, all of which are equipped with satellite-based WiFi. Customers who connect to the WiFi network may use their personal devices to view on-demand movies and television shows, as well as nearly 20 channels of free, live TV.

With a bold new look first unveiled in 2014, Southwest is progressing through a multi-year refresh of its fleet to showcase the carrier's *Heart*: a new logo, aircraft livery, interior design featuring new seats, Employee-designed uniforms, and an updated airport experience, all of which showcase a 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 45 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.

Book Southwest Airlines' low fares online at [Southwest Airlines](#) or by phone at 800-I-FLY-SWA.

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