

April 25, 2007



Southwest Airlines and the Greater Dallas Hispanic Chamber of Commerce Host First Annual Latino Youth Entrepreneurship "Bizfest" Program in Dallas

Dallas Youth Participate in the USHCC Foundation's Entrepreneurship Training Program at Airline's Headquarters

- WHO: -- Colleen Barrett, Southwest Airlines President
- Frank Lopez, United States Hispanic Chamber of Commerce (USHCC) Foundation President & CEO
- CiCi Rojas, Greater Dallas Hispanic Chamber of Commerce (GDHCC) President & CEO
- WHAT: Dallas area students who have dreams of owning their own businesses will descend on Southwest Airlines corporate headquarters for a three and half day entrepreneurship training and business plan competition.
- For the first time, the USHCC Foundation in conjunction with the GDHCC and the Dallas Independent School District will host the first annual Latino Youth Entrepreneurship "BizFest" program. Students will test their entrepreneurial skills as they compete for cash prizes and long-term business support.
- WHEN: Colleen Barrett Addressing Students
 Thursday, April 26, 2007
 9 a.m.
- Students Present Business Plan Presentations
 Saturday, April 28, 2007**11:15 a.m.
- **For media access to Southwest Airlines headquarters on Saturday, contact Edna Ruano, Southwest Airlines Public Relations, 214-679-5685 (cell).
- WHERE: Southwest Airlines Headquarters
 2702 Love Field Drive Dallas, TX 75235
 (Adjacent to Love Field Airport. Access from Denton Drive.)
 The event will take place within Southwest's University for People.
- VISUALS: -- Students will experience the business world firsthand through a series of hands-on training sessions.
- Guest speakers including Southwest Airlines' President, Colleen Barrett will address the students with their personal journeys of becoming a business leader or entrepreneur.

-- Students will make business plan presentations to a panel of judges on Saturday April 28, 2007.

WHY: "BizFest" is the USHCC Foundation's signature youth entrepreneurship training program implemented nationwide annually. During the three and half day training, students will develop entrepreneurial and leadership goals, identify investment opportunities, gain economic literacy, create business plans, and make professional presentations. The top three "BizFest" winners will participate in the National "BizFest" Training and Competition at the USHCC 28th Annual National Convention & Business Expo Sept. 19-22, 2007 in San Juan, Puerto Rico.

The training camp will be sponsored locally by Southwest Airlines, Meridian Commercial, L.P., Dallas ISD, Sprint Nextel, General Motors, State Farm Insurance and several other local companies and organizations.

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SOURCE Southwest Airlines