

August 23, 2007



LUV Is Here at SFO

Southwest Airlines celebrates new service at third Bay Area airport.

Southwest Airlines is celebrating its return with a series of events that showcase the unique culture of Southwest Airlines: its Servant's Heart, FUN-LUVing attitude, and Warrior Spirit. Join the Employees of Southwest Airlines for a weekend to remember.

Sunday, Aug. 26, 2007
"Servant's Heart"

WHO: Mayor Gavin Newsom's "Communities of Opportunity" volunteers
Southwest Airlines Employees
Community Residents

WHAT: "Back to School Action Day." Southwest Airlines Employees will "Share the Spirit" with the community by celebrating Back-to-School.

- More than 300 Southwest goody bags will be given away, filled with a snack pack, apple, and mini water bottle.
- Southwest Airlines is donating school supplies and volunteers will stuff and distribute the backpacks to children
- Employees will lead the children in fun team-building games and other activities
- On-site gardening and clean-up by Southwest Employees

WHEN: 2:00-4:00 pm

WHERE: Alice Griffith Community Center
2525 Griffith
Approximately 10 minutes from SFO

Sunday, Aug. 26, 2007
"FUN-LUVing Attitude"

WHO: Gary Kelly, Southwest Airlines Chief Executive Officer
Southwest Airlines Employees

WHAT: Southwest Airlines and Southwest Airlines Vacations celebrates the first day of Southwest service at SFO by showing its FUN-LUVing attitude with a free movie for the public at Yuerba Buena Gardens

- Free showing of "Ferris Bueller's Day Off"
- Gary Kelly introducing the movie and using T-Shirt launcher
- Free "Dibs" ice cream, Garret's famous Chicago popcorn, and Coca-Cola products
- Three vacation packages, one to each of the following destinations, so someone can have their own "day off."
 - W Lakeshore in Chicago
 - Planet Hollywood Resort and Casino in Las Vegas
 - Sheraton San Diego Hotel & Marina in San Diego

WHEN: 8:00 PM - Festivities Begin
Gary Kelly welcoming remarks and firing T-shirt launcher

Monday, Aug. 27, 2007
"Warrior Spirit"

WHO: Gary Kelly, Southwest Airlines Chief Executive Officer
The Honorable Gavin Newsom, Mayor
Southwest Airlines Employees

WHAT: Celebration of Southwest Airlines service at SFO.
-- Decorations
-- Snacks
-- Chair massages
-- SeaWorld penguins from San Diego

WHEN: 9:30 AM
Terminal One, Southwest Airlines Ticket Counter
San Francisco International Airport

WHY: LUV is here at SFO. Southwest Airlines is celebrating the kick-off of SFO service with a weekend-long celebration. SFO is Southwest's 64th destination systemwide and its ninth California city.

Southwest Airlines has California covered with 692 daily nonstop flights from its nine California cities and more than 4,600 weekly flights. Southwest is the state's largest intrastate carrier, carrying more than 19.3 million Customers from its California cities in 2006, with more than 366 daily nonstop Intra-California flights and more than 2,462 weekly flights.

Based in Dallas, Southwest operates more than 3,300 daily nonstop departures systemwide and has more than 33,000 Employees nationwide.

MEDIA: Please call Public Relations (214) 792-4847

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