

November 14, 2007



Southwest Airlines Kicks-Off 2007 Kidd's Kids Trip With Complimentary Transportation and a High-Flying Party

Deserving Families Depart for a Four-Day Walt Disney World Vacation!

WHAT: Lights, Camera, Action! Southwest Airlines is getting the party started with a movie-themed event at Southwest Airlines Maintenance facility, located at Southwest Headquarters. Local radio personality Kidd Kraddick is sending more than 45 deserving families to Walt Disney World in Orlando and the festivities will start in Dallas. The trip allows children with special medical needs to get away from their daily stresses and enjoy a family vacation. Southwest is providing complimentary air service between Dallas and Orlando and one heck of a send-off party!

Nintendo is providing the inflight entertainment! Each Kidd's Kids family will receive the coolest travel companion for kids - the Nintendo DS video game system. Nintendo DS is the hottest-selling portable video game system in the world right now, and all of Kidd's Kids will be receiving the newest color for the system, the stylish Crimson/Onyx. To provide Kidd's Kids with some fun activities for the flight, Nintendo is also providing two of the coolest new games for Nintendo DS, DK: Jungle Climber and Mario Party DS. Don't tell ... this part is a surprise!

And finally, you can't forget the food! Making sure no one has an empty stomach; Chick-fil-A is providing breakfast for the families and lunch onboard this year's annual Kidd's Kids trip.

WHO: Kidd Kraddick, KHKS 106.1 Radio Personality
Kellie Rasberry, KHKS 106.1 Radio Personality
"Big" Al Mack, KHKS 106.1 Radio Personality
Deserving Families with Special Needs Children
Dallas Cowboys Cheerleaders
Southwest Airlines Employees and Plane Mascot
Chick-fil-A Employees and "Eat Mor Chikin(R)" Cow Mascots

WHEN: Thursday, Nov. 15
9:30 a.m. - Media Arrives
10:00 a.m. - Event Begins
12:00 p.m. - Plane Departs

WHERE: Southwest Airlines Headquarters/Maintenance Facility
2702 Love Field Drive
Dallas, TX 75235

Please contact Brandy King @ 214-679-5669 for more information.

VISUALS: -- Photos being taken and made into buttons.
-- Face Painting.

- Southwest Airlines plane with Kidd's Kids decal.
- Movie/Red Carpet-themed entertainment and visuals.
- Chick-fil-A breakfast and the famous Chick-fil-A "Eat Mor Chikin(R)" Cows.
- Popcorn being served.
- Dallas Cowboys Cheerleaders visiting with the children.

OTHER

FACTS:

Kidd's Kids is a 501 (c)(3) organization, founded by nationally syndicated morning show personality Kidd Kraddick. The first Kidd's Kids trip was to Sea World(R) in San Antonio and benefited five families. Due to the generosity of Kidd's listeners and corporate donations, Kidd's Kids takes between 40 and 50 families to Walt Disney World(R) in Florida each year. Many of the children selected for the trip have "fallen through the cracks" of other organizations that grant wishes or provide trips.

[http:// www.southwest.com](http://www.southwest.com)

SOURCE Southwest Airlines