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Southwest Airlines Shares Its LUV With Children of U.S. Troops

Employees Donate, Package, and Load School Supplies on Military Vehicle Bound for Troops' Children

DALLAS, July 24 /PRNewswire-FirstCall/ -- Southwest Airlines Employees today were joined at the airlines' Dallas Maintenance Facility by Herb Kelleher, Chairman Emeritus and Founder, and Colleen Barrett, President Emeritus, to send off a U.S. military cargo truck carrying 1,000 backpacks filled with school supplies for donation to children of U.S. military personnel serving overseas. This is the final phase of "Backpack Brigade," a month-long program in partnership with Operation Homefront, to raise support for the families of troops in Iraq and Afghanistan. The backpacks contain much-needed items donated by Southwest Employees as part of a companywide Share the Spirit supply drive. For the past month, Southwest Employees donated goods such as binders, folders, pencils, and markers at each of its 64 locations across the nation. The donated items were packaged into individual backpacks and will be sent to communities that Southwest serves from coast to coast.

"Since many of Southwest's Employees have served, or are currently serving in the military, this project is very close to home," said Debra Benton, Director of Community Relations and Charitable Giving. "This Backpack Brigade initiative honors Herb and Colleen for their inspirational leadership of Southwest and their unwavering support for education and the military."

About Southwest Airlines

With Southwest Airlines' Share the Spirit program, Employees are devoted to each and every community the airline serves. Throughout the year, Southwest Airlines Employees reach out to individuals, families, and entire communities providing help where it is needed. Southwest's Share the Spirit is ingrained in the company's culture, and the airline's 34,000+ Employees are often the lifeline for those in need. Based in Dallas, Southwest Airlines serves 64 cities in 32 states and is the largest carrier in the world, as measured by passengers carried.

About Operation Homefront & CinCHouse.com

What is today Operation Homefront began in 2001 as a military spouse-generated idea. In response to the need for the families of deployed service members, CinCHouse.com members (military wives and women in uniform) created the project that has evolved into a major nonprofit charity serving 30 military communities. Today CinCHouse.com operates as a program as part of the nonprofit Operation Homefront family. From a good idea to a great organization, Operation Homefront understands and takes care of the needs of the military community.

<http://www.southwest.com>

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