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# **Southwest Airlines Celebrates Surpassing the 10 Million Dollar Mark for Ronald McDonald House Charities**

## **Southwest Airlines' LUV Classic Golf Tournament a success over the years**

DALLAS, Oct. 13 /PRNewswire/ -- Southwest Airlines celebrated today surpassing the 10 million dollar mark in fundraising over its 22 years of sponsoring and coordinating the LUV Classic golf tournament to benefit the Ronald McDonald House Charities (RMHC). Southwest Airlines Employees organize and staff two annual golf tournaments called the "LUV Classic", one in Phoenix and one in Dallas. All money raised benefits more than 50 Ronald McDonald Houses all over the nation in communities that Southwest serves.

"The Ronald McDonald Houses are very special to Southwest Airlines. For 25 years, we have developed an extraordinary bond with their houses and residents," said Debra Benton, Director Community Relations and Charitable Giving for Southwest Airlines. "It all started with one Employee volunteering at a house to serve dinner and has grown to being Southwest's favored charity. We thank all the corporate partners and Employees that helped us surpass this milestone of 10 million dollars."

Ronald McDonald House Charities create, find, and support programs that directly improve the health and well-being of children.

"Southwest Airlines has been a wonderful supporter of RMHC and our Ronald McDonald House program for many years," said Marty Coyne, RMHC President and CEO. "Their commitment to us has been unwavering and we could not have asked for a better partner."

For more than 37 years, Southwest Airlines has been committed to its Customers and Employees. The Employees of Southwest Airlines give generously from the heart to make a positive difference in their communities in their hour of need.

<http://www.southwest.com>

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