

February 26, 2009



Southwest Airlines and the Phoenix Suns Award School Improvement Grants

Fifth Graders show school pride with 'We LUV it Here' Program

PHOENIX, February 25, 2009 -- Southwest Airlines and the Phoenix Suns unite in their common mission to serve our community. The "We LUV it Here" Program awards Maricopa County elementary schools grants of up to \$2,000 for improvements. Four classroom finalists present their ideas to Southwest Airlines and Phoenix Suns representatives when they visit their schools on Thursday, February 26. Check presentations will be made during the Suns pre-game show on Monday, April 13.

The "We LUV it Here" program, in its 6th year, was crafted by the Phoenix Suns to model the LUV Airline's culture of giving back to the communities it calls "home". Southwest Airlines and the Phoenix Suns believe in the future of our children and the importance of education. The program instills pride and encourages 5th graders to become engaged in making positive changes, leaving a legacy for those who follow.

The program invites fifth-graders across Maricopa County to brainstorm ideas on how to make their schools better. Children are required to research the cost and plan steps they will take to make their idea a reality. Past ideas have included purchasing security cameras, academic recognition programs, gardens, learning tools, and various ways to add fun to learning.

Four 2009 finalists were selected for site visits, which take place tomorrow. The schools span from the East to West Valley - Finley Farms Elementary in Gilbert, Balsz Elementary and Western Valley Elementary in Phoenix, and Foothills Elementary in Glendale. Their project ideas include a Smart Board, creating a pond habitat, playground equipment, and an outdoor learning lab. Grants will be awarded to schools based on the children's presentations; why they chose their idea, details of planning, creativity, and enthusiasm.

Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 cities in 32 states. Serving Phoenix since 1982, Southwest offers 181 daily nonstop flights from Phoenix to 42 cities, plus direct/connecting service to 21 cities.

Southwest Airlines is the Official Airline of the Phoenix Suns and the NBA.

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