

October 30, 2009



LUV Airline Comes to Milwaukee

Southwest Airlines Celebrates New Service at Mitchell International Airport

Southwest Airlines is celebrating its long-awaited entry into Wisconsin with a series of events from October 31 - November 1. Join the Employees of Southwest Airlines for a weekend to remember:

Saturday, October 31, 2009

The Arrival

WHO: Southwest Airlines Employees arriving from its headquarters in Dallas
Milwaukee-based Southwest Airlines Employees greeting the aircraft

WHAT: More than 90 Southwest Airlines Employees will arrive on a charter flight at Concourse D, Gate D56 at Mitchell to help launch the airline's new service from Milwaukee. This will be the first Southwest Airlines plane to land at Mitchell this weekend. The flight will be greeted by the local Southwest Airlines Employees who are opening the Station for the airline. The airport will provide a fitting, Wisconsin welcome as the plane taxis to the gate.

WHEN: 12:45 p.m.

WHERE: Milwaukee Mitchell International Airport
Concourse D - Gate D56

***Media arrives at Southwest Airlines Ticket Counter at 12:30 p.m. for escort to gate. Contact on-site SWA Spokesperson Brad Hawkins at 214-792-4413 upon arrival for escort to the gate.

Mitchell Airport PR contact: Ryan McAdams at 414-426-5199

IMPORTANT SECURITY NOTICE: Media members planning to attend the event should submit their full names and dates of birth to Mitchell Airport staff by 4pm Friday. Please send to prowe@mitchellairport.com

Saturday, October 31, 2009

Sharing the Spirit

WHO: Southwest Airlines Employees and the families of the Ronald McDonald House Charities of Eastern Wisconsin

WHAT: Southwest Employees spend some time at Ronald McDonald House, the carrier's long-standing nonprofit partner, for a Halloween celebration to remember! Local Employees will spend time with

families of critically ill and injured children and infants celebrating the spirit of Halloween by painting pumpkins, decorating cookies, and providing trick-or-treat bags.

WHEN: 3:00pm

WHERE: Ronald McDonald House of Milwaukee
8948 W Watertown Plank Rd
Wauwatosa, WI 53226

***Media should contact on-site Southwest Spokesperson Brad Hawkins at 214-792-4413 while en route to the house.

Ronald McDonald House phone: 414-475-5333

Sunday, November 1, 2009

Southwest's First Customer Flights

WHO: Southwest Airlines Customers and Employees

WHAT: Southwest Airlines will be celebrating the carrier's very first Customer flights from Mitchell Airport. Southwest will be giving away free coffee, pastries, and special surprises for the first Customers departing on nonstop flights to its six destinations.

Media Interview Opportunities with Customers, Crew, and Employees. Photo Op to capture the first flight board and depart.

WHEN: 6:45am - Festivities Begin
7:20am - First Flight Departs

***Media arrives in Concession Mall just outside Concourse D security checkpoint by 6:30am. Contact on-site SWA Spokesperson Brad Hawkins at 214-792-4413 upon arrival for escort to the gate.

WHERE: Milwaukee Mitchell International Airport
Concourse D - Concession Mall security checkpoint

Sunday, November 1, 2009

Southwest Tailgate Party

WHO: Southwest Airlines Employees, Officers and Customers
Green Bay Packers fans

WHAT: TOUCHDOWN IN MILWAUKEE!

Southwest Airlines and 1,000 of its newest friends will be celebrating the airline's first day of Milwaukee service with a free tailgate party at McKinley Park! Milwaukeeans have the opportunity to join in the fun as the carrier broadcasts the Packers game live! Southwest's CEO Gary Kelly will be mixing and mingling with guests and the airline will be giving away airline tickets and prizes every time the Packers score. Come check out the food, revelry, and the Southwest Spirit as the crowd cheers on their hometown team!

WHEN: 3pm - 7pm
***Media should contact on-site Southwest Spokesperson Whitney Eichinger at 214-914-0982

WHERE: McKinley Park Marina
1750 N Lincoln Memorial Drive

Monday, November 2, 2009

Airport News Conference

WHO: -- Milwaukee County Executive Scott Walker
-- Supervisor Michael Mayo, Sr., Chairman of Milwaukee County Transportation, Public Works and Transit Committee
-- Milwaukee Mitchell International Airport Director Barry Bateman
-- Southwest Airlines Chairman, President, and CEO Gary Kelly

WHAT: Southwest Airlines will hold a news conference to officially kickoff service to/from Milwaukee Mitchell International Airport. Hundreds of Southwest Airlines Customers and Employees will be on-hand to celebrate the milestone of Southwest's 68th city

WHEN: Starts at 10:00am (Live trucks part in the airport loading dock area as usual; reporter/photographers park in the garage)

***Media Contact Paul Flanigan, 469-237-0814 and Brad Hawkins, 214-792-4413 for details

Mitchell Airport PR contact: Ryan McAdams at 414-426-5199

WHERE: Milwaukee Mitchell International Airport
Concourse D- Concession Mall (outside security)

WHY: Southwest Airlines is celebrating the kick-off of MKE service with a weekend-long celebration. MKE is Southwest's 68th destination systemwide.

Based in Dallas, Southwest operates nearly 3,200 daily nonstop departures systemwide and has nearly 35,000 Employees nationwide.

www.southwest.com

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SOURCE Southwest Airlines