

November 17, 2009



Southwest Porch Warms Up Bryant Park

Southwest Airlines, 'wichcraft, and Bryant Park Celebrate Southwest Porch

WHAT: Slankets, hot toddies, s'mores-yes, please! Southwest Airlines, 'wichcraft, and Bryant Park unveil the sleek, snugly winterized Southwest Porch at Bryant Park. To complete the festiveness of the holiday markets, the ever popular Southwest Porch will be revitalized featuring a new menu created by 'wichcraft, heaters, a fire pit, and warm Slankets to keep visitors toasty.

WHO: Southwest Airlines
'wichcraft
Bryant Park
Invited guests

WHEN: Wed, Nov. 18
6pm-8pm

WHERE: Southwest Porch at Bryant Park
Southwest corner of Bryant Park
Sixth Ave between 40th and 39th

VISUALS: Outdoor fire pit
Guests toasting s'mores while warming up under heaters
New server uniforms
Speakers toasting guests

DETAILS: Southwest Airlines together with 'wichcraft and Bryant Park opened the Southwest Porch in June 2009. With comfortable Adirondack chairs, a customized 'wichcraft menu, and located in one of the hottest parks in Manhattan, New Yorkers were able to escape to their very own porch for relaxation!

To keep the tradition going, the Southwest Porch was winterized complete with heaters, a fire pit, a new menu, and Slankets so New York city could keep the tradition going throughout the winter. Operating hours are Noon-9pm everyday.

MEDIA: Please call Public Relations (214) 792-4847

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SOURCE Southwest Airlines