

March 16, 2010



# Southwest Airlines and the Hispanic Association of Colleges and Universities Open Travel Program for College Students

## LANZATE TAKES OFF!

DALLAS, March 16 /PRNewswire-FirstCall/ -- Southwest Airlines, in conjunction with the Hispanic Association of Colleges and Universities (HACU), announced today the opening of "Dandole Alas a Tu Exito/Giving Flight to Your Success," its annual education travel award program. Online applications will be accepted through April 30, 2010, at [www.hacu.net](http://www.hacu.net). A panel of judges comprised of college professors and education advocates from coast to coast will gather this summer to select students who will receive free travel to their colleges and universities.

Each student is eligible to receive between one and four tickets for use by the student or immediate family to travel to/from a college or university. The tickets are awarded to undergraduate and graduate Hispanic students with socio-economic needs who journey away from home to pursue higher education. All of the participants must submit an essay explaining why they deserve the travel award and what inspires them to pursue a college degree. To view the criteria for the 2010 award program, please visit:

<http://www.hacu.net/images/hacu/development/Lanzate/2010Criteria.pdf>

"HACU's partnership with Southwest Airlines Lanzate Award has provided hundreds of students with travel over the past six years," said Antonio R. Flores, HACU President and CEO. "For students who left home to pursue a higher education, a visit with family often is the tipping point for success. HACU is proud to partner with Southwest Airlines to help so many students on their educational journey."

With more than 1,500 applicants in the last five years, this is a successful educational program that serves underprivileged students, providing free travel for them and their families to maximize their potential and create opportunities for growth.

"The *Lanzate/Take Off* travel award provides travel to students who, for example, might not get to go home during Christmas break. It can also give parents an opportunity to see their kids through their proudest moments, like moving into a dorm or graduation day," said Christine Ortega, Southwest Airlines Community Affairs & Grassroots Manager. "This contact removes barriers and gives each student more confidence to pursue the dream of higher education without worrying about economic hardships."

HACU, which has its national headquarters in San Antonio, Texas, represents approximately 450 colleges and universities, including Hispanic-Serving Institutions (HSIs), which collectively serve more than two-thirds of all Hispanic higher education students in the United States and Puerto Rico. HACU's international membership includes leading higher education institutions in Latin America and Europe.

After more than 38 years of service, Southwest Airlines, the nation's leading low fare carrier, continues to stand above other airlines—offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience with all premium leather seats and plenty of legroom.

Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 68 cities in 35 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

[www.southwest.com](http://www.southwest.com)

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