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Southwest Airlines Announces Winter Launch of the 'Southwest Rink at Skyline Park'

Airline Invites Mile High Outdoor Enthusiasts to Sharpen Their Skates for FREE Ice Skating in the Heart of Downtown Denver

DENVER, Oct. 5 /PRNewswire-FirstCall/ -- Today, Southwest Airlines announced its role in what will be one of Downtown Denver's biggest winter attractions – the *Southwest Rink at Skyline Park*, an outdoor ice rink that will kick off the holiday season by providing Mile High residents the opportunity to skate with family and friends for FREE starting November 26.

The *Southwest Rink at Skyline Park* will be located in what is now the grassy area in Skyline Park next to the historic Daniels and Fisher Clocktower and the newly opened Southwest Porch at Skyline Park near the intersection of 16th Street and Arapahoe. To view a blog post, visit: www.blogsouthwest.com

"When we've asked Denver residents and businesses what they would like to see in Downtown Denver, an ice rink has topped the list. We're thrilled to see this dream become a reality this winter," said Tami Door, President and CEO of the Downtown Denver Partnership. "Southwest Airlines' interest in bringing their signature spirit and hospitality to the Mile High City through this venue will not only provide fun for all ages, but it will help activate a vital public space in the core of downtown."

"It's no secret that Southwest Airlines LUVs being part of the Denver community and we're thrilled to be part of such a unique effort to bring Mile High residents to Downtown Denver this winter," said Edward Shelswell White, Southwest's Director of Marketing Performance.

"We always look for opportunities to interact with our Customers beyond the airport in a fun, meaningful way and we hope everyone is as excited to lace up their skates as we are. We thank the Downtown Denver Partnership for all of their efforts in this endeavor and are grateful for our ongoing collaboration."

The first skating rink in downtown Denver opened in 1957 in Zeckendorf Plaza at 16th and Court, and was a holiday tradition for the community for many years. Skyline Park's first ice rink was open in 2001 and 2002, but closed for the park's remodeling. Opening November 26, the *Southwest Rink at Skyline Park* will be free to the public with the option to bring skates or rent a pair at a minimal cost. Refreshments will be available at the nearby *Southwest Porch at Skyline Park* as part of a special winter menu.

This summer, Southwest Airlines provided support for the Downtown Denver Partnership's free outdoor summer events in Skyline Park, including the Saturday evening movie series and the Friday afternoon concert series, as a way to support fun events for Denverites of all ages. Additionally, Southwest Airlines launched a fleet of "no fee" pedicab rides through the streets of Denver. Through the end of the year, the Southwest pedicabs can be spotted outside Denver's most popular events with a flag designating when riders can enjoy a free ride courtesy of Southwest Airlines.

Southwest Airlines began service to Denver on January 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 144 daily nonstop flights to 42 destinations from Denver. Southwest is also actively engaged in the community through sponsorships of the Downtown Denver Partnership, the Denver Nuggets, Red Rocks Amphitheater, Denver's Road Home, the Mile High Pedicab Company, and many more local organizations. To learn more about Southwest's dedication to Denver, visit: www.southwest.com/denver.

About Downtown Denver Partnership, Inc.

The Downtown Denver Partnership, Inc. is a non-profit business organization that creatively plans, manages and develops Downtown Denver as the unique, diverse, vibrant and economically healthy urban core of the Rocky Mountain region. For more information, visit www.downtowndenver.com.

About Southwest Airlines

After nearly 40 years of service, Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35 states. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit **southwest.com/cares** to read the One Report. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

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