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Southwest Airlines Launches One Million Acts Of Kindness Challenge To Celebrate 50 Years Of Heart In Action

Airline invites Customers, Employees, and partners to inspire a kinder world by participating in its Acts of Kindness campaign

DALLAS, Feb. 17, 2021 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) is engaging its Customers, Employees, and partners to complete a collective one million Acts of Kindness throughout its 50th Anniversary year, celebrating half a century of empowering People and communities to lead with Heart and kindness.

Now through Dec. 31, 2021, Customers and Employees can participate in the challenge by signing [the airline's Kindness Pledge](#) and committing to doing Acts of Kindness for others, such as delivering a meal to a neighbor, cleaning up a park, or sending a note of encouragement. Each signature on the Kindness Pledge and Act of Kindness that is shared on social media using the hashtag #HeartInAction will count towards achieving the one million Acts of Kindness goal.

"We are the airline with Heart, founded on The Golden Rule – treating others as you would like to be treated – so celebrating our 50th Anniversary year with a kindness challenge is fitting," said [Linda Rutherford](#), Senior Vice President and Chief Communications Officer at Southwest Airlines. "Our Employees live out The Golden Rule each day through their interactions with each other, our Customers, and in our communities. We're excited to all come together to inspire a kinder tomorrow, because at Southwest, we're more than an airline, we're your neighbor. And neighbors take care of each other."

Southwest Employees received a sneak peek of the one million Acts of Kindness challenge in mid-January, and since then have already logged more than 62,000 acts, including recognizing fellow Employees for their Acts of Kindness and volunteering at organizations.

The Southwest Kindness Pledge reads as follows:

*I pledge to spark acts of kindness – one at a time, sprinkling compassion around the world.
I will practice Hospitality, making people feel welcomed, cared for, and appreciated.
I will treat others with courtesy, politeness, and respect.
I will do little things, because little things make a big difference.
I commit to putting my Heart in Action, sharing a smile and little bit of love, and making someone's day a little brighter.*

Throughout the year, Southwest will provide Customers and Employees an update on the progress towards the one million Acts of Kindness goal, ideas on how to remain engaged, and share heartfelt stories along the way. For more information about the kindness challenge and Southwest's 50th Anniversary, visit [Southwest50.com/actsofkindness](#).

ABOUT SOUTHWEST AIRLINES CO.

In its 50th year of service, Dallas-based [Southwest Airlines Co.](#) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base that topped 130 million Passengers in 2019. Southwest has a robust network of point-to-point service with a strong presence across top leisure and business markets. In peak travel seasons during 2019, Southwest operated more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries. In 2020, the carrier added service to Hilo, Hawaii; Cozumel, Mexico; Miami; Palm Springs, Calif.; Steamboat Springs; and Montrose (Telluride), Colo. Thus far in 2021, Southwest began service to both Chicago (O'Hare) and Sarasota/Bradenton on Feb. 14, and will begin service to both Savannah/Hilton Head and Colorado Springs on March 11; both Houston (Bush) and Santa Barbara, Calif. on April 12; Fresno, Calif. on April 25; and Jackson, Miss. on June 6.

The carrier issued its [Southwest® Promise](#) in May 2020 to highlight new and round-the-clock efforts to support its Customers and Employees well-being and comfort. Among the changes are enhanced cleaning efforts at airports and onboard aircraft, along with a federal mandate requiring every person to wear a mask at all times throughout each flight. Additional details about the Southwest Promise are available at [Southwest.com/Promise](#).

Southwest coined [Transfarency®](#) to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some carriers offer free checked bags on select routes or in qualified circumstances). Southwest does not charge change fees, though fare differences might apply.

Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. Learn more about how the carrier gives back to communities across the world by visiting [Southwest.com/citizenship](#).

Book Southwest Airlines' low fares online at [Southwest.com](#) or by phone at 800-I-FLY-SWA.

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