

November 5, 2010



# Southwest Airlines Salutes Military Heroes From Coast to Coast by Giving Back

## Southwest Dubs November 'Military Heroes Month' in Support of the Men and Women, Past and Present, Who Safeguard our Country

DALLAS, Nov. 5, 2010 /PRNewswire-FirstCall/ -- To honor its more than 750 Employees who currently serve in the National Guard and Reserves, along with thousands of Customers who served or are serving in the armed forces, Southwest Airlines is proud to call November its "Military Heroes Month." The airline is working with select nonprofit organizations across the country throughout November to thank and give back to the military service members and their families.

"Southwest was founded on the value of Freedom, and we couldn't think of a better way to say 'thank you' to those who have preserved the freedoms of our country, than by giving back all month long," said Linda Rutherford, Southwest's Vice President of Communication and Strategic Outreach. "Supporting the military and military families is extremely important to us, and this month of activity reflects our dedication to these heroes."

### November Activities:

#### 11/6-11/7: **Official Airline of the Mission Continues Veterans Day Weekend, St. Louis, Mo.**

- Southwest Airlines will bring together Fellows of The Mission Continues for a weekend of service and celebration. The Mission Continues endeavors to build an America where every returning veteran can serve again as a citizen leader, and where together we honor the fallen by living their values through service. Southwest Airlines was one of the first corporate sponsors of this organization and has supported their work for the past three years.

#### 11/9: **Operation Freedom Bird – Send-off, Phoenix, Ariz.**

- Operation Freedom Bird provides a unique healing journey to Arizona's veterans of the Vietnam War, giving them an opportunity to confront their feelings, share their experiences, and pay tribute to their fallen comrades-in-arms in a supportive environment of fellow veterans and counselors. Approximately 50 veterans have been selected to participate in a four-day visit to the Vietnam Veterans War Memorial in Washington D.C. This is the 12th year Southwest Airlines will support this organization and trip.

#### 11/11: **A Million Thanks, Nationwide**

- Southwest Airlines will join the efforts of the A Million Thanks organization by providing its Customers in airports and onboard the aircraft with a postcard and an opportunity to write a letter of thanks and encouragement to U.S. Military members on Veteran's Day. Southwest will ship the postcards to service members at no cost to the Customers. A Million Thanks is a year-round campaign to show appreciation to U.S. Military men and women through letters, emails and cards.

#### **11/11: Veteran's Day, Nationwide**

- In-airport and onboard announcements for men and women of the armed forces to priority board and to deplane first, a practice our Employees implement all year long.

#### **11/11: 24/7 Military Tribute by Southwest Airlines' Friends & Family - San Antonio, Texas**

- San Antonio Employees will celebrate Veteran's Day by dedicating a commemorative exhibit entitled "24-7 Southwest Airlines' Family & Friends Tribute to the Military." Local Employees organized this exhibit to pay tribute to the Military members who pass through the San Antonio Airport every day.

#### **11/12: Operation Freedom Bird – Welcome Home, Phoenix, Ariz.**

- Southwest Airlines will welcome home the Operation Freedom Bird veterans in Hanger five at Phoenix Sky Harbor Airport with a ceremony featuring Phoenix Mayor Phil Gordon and a performance by platinum recording artist Aaron Tippin.

#### **11/12: Lone Eagle Honor Flight, Nationwide**

- Southwest Airlines is the Official Airline of the Honor Flight Network and is proud to sponsor the 18 Honor Flights that will take place during the month of November including the Lone Eagle Honor Flight. A Lone Eagle is a WWII Veteran whose application to visit the WWII memorial in Washington, D.C. has been in the organization's national office for six months or more, yet he or she does not live close to an existing Honor Flight hub. The Honor Flight Network organizes the Lone Eagle trip specifically for these veterans.

#### **11/22: Helping a Hero, Fort Worth, Texas**

- As a corporate sponsor of Helping a Hero, Southwest Airlines will participate in the unveiling of a new home in Fort Worth, Texas. Helping

a Hero provides specially adapted homes for qualifying service members as well as engages the community to provide services and resources for wounded heroes and their families.

### 11/26: **We Are Thankful, Nationwide**

- In celebration of the Thanksgiving Holiday, decorative hearts will be displayed on our aircraft with the wording: We Are Thankful for our Employees, We Are Thankful for our Customers, We Are Thankful for our Family, and We Are Thankful for our Troops.

### **About Southwest Airlines**

Southwest Airlines has a long history of supporting the men and women who fight for our Freedoms. This year, G.I. Jobs Magazine again named Southwest Airlines one of the Top 100 Military-Friendly Employers. After nearly 39 years of service, Southwest Airlines 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](https://www.southwest.com/cares)** to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has nearly 35,000 Employees systemwide.

SOURCE Southwest Airlines