

March 25, 2011



Southwest Airlines Rocks Newark

Southwest Airlines Celebrates New Service in Newark

Southwest Airlines is celebrating its new service to Newark with a series of events. Join the Employees of Southwest Airlines for an AMPED UP weekend to remember!

Sunday, March 27, 2011- Share the Spirit Community Event

WHO: Southwest Airlines Employees

WHAT: Southwest Airlines Employees partnering with Jersey Cares to volunteer at the South 17th Street School in Newark, New Jersey. Employees will volunteer in several areas including weeding the garden, planting flowers, assembling environmental kits for children, and painting murals in the hallway. The South 17th Street School serves 500 students, pre-kindergarteners through eighth graders. The school was founded in 1908 and is one of the oldest public elementary schools in Newark.

WHEN: 12:30 p.m. – Media arrives at The South 17th Street School.

***Media should contact on-site SWA Spokesperson Olga Romero at 214-926-0333 orolga.romero@wnco.com or Whitney Eichinger at 214-914-0982 orwhitney.eichinger@wnco.com for details.

Where: The South 17th Street School

619 South 17th Street
Newark, NJ 07103-1159
(973) 374-2570

Monday, March 28, 2011 Media Event and Business Luncheon

WHO: Gary Kelly, Southwest Airlines President, Chairman, and CEO

Teresa Laraba, Senior Vice President of Customer Services

Kevin Krone, Vice President of Marketing, Sales, and Distribution

Mayor Cory Booker from Newark, New Jersey

Mayor Bollwage from Elizabeth, New Jersey

Bill Baroni, Deputy Executive Director of the Port Authority of New York and New Jersey

WHAT: Southwest Airlines will hold a Leadership luncheon with top corporate Customers to officially launch service to/from Newark Liberty International Airport. We will offer a taste of the North and the South in our menu and a middle school jazz group for entertainment. As a special New Jersey treat, we'll have a Cake Boss cake celebrating Southwest newest city.

WHEN: 11:00 a.m. Media arrive

11:30 a.m. Media event

12:00 p.m. Luncheon begins

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WHERE: New Jersey Performing Arts Center

Theater Square Grill Restaurant

One Center Street
Newark, NJ 07102

WHY: Southwest Airlines is celebrating the kick-off of EWR service with a weekend-long celebration. EWR is Southwest's 72st destination systemwide.

Based in Dallas, Southwest operates more than 3,200 daily nonstop departures systemwide and has nearly 35,000 Employees nationwide.

www.southwest.com

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