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Southwest Airlines Named Official Airline of Dress for Success Worldwide

NEW YORK, Sept. 21, 2011 /PRNewswire/ -- Dress for Success Worldwide, an international non-profit organization that promotes the economic independence of disadvantaged women, is pleased to announce that Southwest Airlines has been named the Official Airline of the organization.

At the end of June, 150 staff and board members representing Dress for Success affiliates from around the world convened in New York City for the organization's affiliate leadership conference, *Going Places, Going Strong: Our Global Pursuit of Success*. The conference is held each year to provide Dress for Success affiliates with an opportunity to develop nonprofit leadership skills, network with peers, learn from industry experts, and become re-energized in their work. Attendees return home better equipped to help the women they serve.

One Professional Women's Group (PWG) member, women who have benefitted from Dress for Success services and successfully acquired employment, was selected to represent their affiliate as a delegate at the annual Success Summit earlier this month. Delegates developed their leadership skills through seminars and interactive sessions that covered topics such as financial literacy, career advancement and networking. In addition, each delegate was charged with creating a community action project, utilizing the tools developed at the summit, to lead their PWGs and make a difference in their communities.

"We are incredibly grateful to Southwest Airlines," said Joi Gordon, CEO of Dress for Success Worldwide. "Their generous donation has ensured that the women we serve and our affiliates received important leadership training that will help them as they achieve great success."

"Through the years, Southwest Airlines has supported the advancement of women in the workforce and has proudly partnered with numerous organizations with a passion for women leaders and business owners. We believe that the mission of Dress for Success addresses an important hurdle that, once removed, can lead to tremendous success for disadvantaged women," said Linda Rutherford, Vice President of Communication & Strategic Outreach for Southwest Airlines.

About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 110 cities in the U.S., Australia, Canada, Ireland, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success has helped more than 600,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

About Southwest Airlines

In its 40th year 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 and has recently acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 72 cities in 37 states and 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 Southwest Airlines One Report(TM). Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 35,000 Employees systemwide.

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