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Southwest Airlines Brings Outdoor Basketball to Downtown Denver With the Southwest Court at Skyline Park

Southwest Teams Up with the Downtown Denver Partnership to Introduce Outdoor Basketball Court to the Mile High Community

DALLAS, March 2, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) invites Denver to hoop it up with the introduction of the [Southwest Court at Skyline Park](#). The full-sized basketball court will open on March 15 and run through mid-April. The *Southwest Court at Skyline Park* is the latest installment of Southwest's active, ongoing engagement in downtown Denver. Over the past two years, Southwest has introduced the Southwest Porch and the *Southwest Rink at Skyline Park*, creating family-friendly experiences for the Mile High community. The airline will continue its strong partnership with the Downtown Denver Partnership to introduce the *Southwest Court at Skyline Park* on the corner of 16th Street and Arapahoe, adjacent to the Daniels and Fisher Clocktower. To read a blog post, visit: www.blogsouthwest.com.

"We know that Denverites are passionate about basketball and outdoor activities, and Southwest Airlines is passionate about engaging with our Customers where they work and live," said Southwest's Vice President of Communication and Strategic Outreach Linda Rutherford. "We've made it our mission to be an active part of Denver's dynamic downtown community, and the *Southwest Court at Skyline Park* is yet another way we can thank Denver for flying Southwest Airlines."

"The Downtown Denver Partnership is committed to ensuring that Skyline Park remains a vibrant aspect of downtown Denver. We are proud to partner with Southwest Airlines to create the *Southwest Court at Skyline Park*. It is a perfect addition to downtown Denver in the heart of basketball season," said Tami Door, President and CEO of the Downtown Denver Partnership. "Southwest Airlines is known for its signature spirit and hospitality and with their help, the *Court* will exemplify that spirit. It will be a perfect example of how great programming can activate the park, attract people to downtown and impact downtown businesses, helping to keep a vital public space fun for basketball fans of all ages."

"Denver has a colorful and rich basketball heritage, including hosting this year's NCAA Women's Final Four, so creating the *Southwest Court at Skyline Park* in the heart of the city is a great fit," said Lauri Dannemiller, Manager of Denver Parks and Recreation. "We hope hoops fans and players will take full advantage of this awesome setting to get their game on."

The *Southwest Court at Skyline Park* will be open through mid-April and will have ongoing programming for basketball enthusiast, guests, friends, and family to come out to Skyline Park and hoop it up. Stay tuned to www.southwestcourt.com for additional details on events and programs at the *Court*.

Southwest Airlines began service to Denver on Jan. 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 159 daily nonstop flights to 51 destinations from Denver. Southwest also is 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 Southwest Airlines Co.

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. Southwest serves 73 cities in 38 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 3,200 flights a day and has more than 37,000 Employees systemwide.

About the Downtown Denver Partnership

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.

www.southwest.com

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