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Southwest Airlines and the Hispanic Association of Colleges and Universities Join Forces to Provide Travel Grants to Hispanic Students

Travel grants will give students the freedom to fly to their college destination

DALLAS, March 29, 2012 /PRNewswire/ -- [Southwest Airlines](#) (NYSE:LUV), in conjunction with the [Hispanic Association of Colleges and Universities \(HACU\)](#), today announced the opening of "*Dandole Alas a Tu Exito/Giving Flight to Your Success*," its annual education travel award program for undergraduate and graduate students. To participate, students each submit an essay explaining why they deserve the travel award and what inspires them to pursue a college degree. Online applications will be accepted through April 30, 2012, at www.hacu.net.

The essays will be evaluated by a panel of judges comprised of college professors and education advocates. The winners will receive up to four roundtrip tickets to fly Southwest Airlines to and from their college destination in order to stay connected with their families.

The tickets will be awarded to Hispanic undergraduate and graduate students, with socio-economic needs, who journey away from home to pursue higher education.

"Over the last eight years, the Lanzate travel program has enabled hundreds of college students to remain close to their families while pursuing degrees at institutions that are sometimes located on the opposite end of the country," said HACU President and CEO Dr. Antonio R. Flores. "HACU is proud to partner with Southwest Airlines on this important program."

"For many students, the Freedom to fly home during the holidays might be the deciding factor between staying at school and dropping out. Together, [Southwest Airlines](#) and [HACU](#) have addressed an important need for students, the support of their families and a constant connection to their home. We are proud that, through our valuable partnership with HACU, we have contributed to the academic success of hundreds of students," said Christine Ortega, Southwest Airlines, Community Affairs and Grassroots Manager.

Headquartered in San Antonio, HACU represents approximately 450 colleges and universities, including Hispanic-Serving Institutions (HSIs), which collectively serve more than two-thirds of all Hispanic higher education students in the United States and Puerto Rico. HACU's international membership includes leading higher education institutions in Latin America and Europe.

About Southwest Airlines

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 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 www.southwest.com/citizenship to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 37,000 Employees systemwide.

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