

April 8, 2013



# Southwest Airlines Celebrates Communities With Second Annual 'Month of Giving Back'

## Airline Commemorates Earth Day and National Volunteer Week with Conservation Projects Nationwide

DALLAS, April 8, 2013 /PRNewswire/ -- Since its inception 41 years ago, [Southwest Airlines](#) (NYSE: LUV) has believed in doing the right thing by consistently giving back to the communities it serves. In celebration of Earth Day and National Volunteer Week, Southwest is continuing its pledge to sustainability and its dedication to volunteerism with the second annual "Month of Giving Back," joining forces with nonprofit organizations across the country to help defend the Planet. To read a blog post about how Southwest is celebrating communities, visit the [NUTS About Southwest blog](#).

"At Southwest, we may be an airline, but we do some of our best work on the ground," said Linda Rutherford, Southwest's Vice President Communication and Strategic Outreach. "Through the decades, Southwest has believed in doing the right thing for our People and our Planet, and it always comes from the heart."

### ACTIVITIES IN APRIL:

#### April 5: **Southwest Porch at Park Tavern Opening, Beautification Project at Piedmont Park | Atlanta, GA**

A central focal point of Atlanta's Midtown community, Piedmont Park is the ideal location for Southwest Employees in the Atlanta area to promote environmental initiatives in their city. In conjunction with the park's 2013 expansion and the opening of Southwest Porch at Park Tavern, Southwest Employees will assist in Piedmont Park's mulching process.

#### April 14: **Make-A-Wish Dream Trips Granted During Southwest Inaugural Openings | Rochester, NY; Charlotte, NC; Flint, MI; Portland, ME**

Southwest Airlines aims to do all it can to give from the heart and make a difference in people's lives. To celebrate Southwest's inaugural service to Rochester, NY; Charlotte, NC; Flint, MI; and Portland, ME; the carrier will host send-offs for four special Make-A-Wish® kids and their families as they travel on the LUV airline to experience their one, true wish.

#### April 17: **Volunteers of LUV Celebration | Dallas, TX**

Every year, Southwest Airlines celebrates the boundless Servant's Hearts of its Employees nationwide who volunteer in the communities where they work and live. Southwest Employees participate in many activities, including the airline's [Adopt-A-Pilot Program](#); working with kids to build confidence and help overcome obstacles; and cleaning up local communities, beaches, and parks. Each year, Employees are nominated by their peers and nonprofit organizations for the Volunteers of LUV award and are recognized at a formal celebration at Dallas Headquarters.

April 21 through April 30: **"Spring Into Action" Employee Volunteer Projects with the Student Conservation Association | Nationwide**

To celebrate National Volunteer Week, Southwest Airlines is teaming up again with the [Student Conservation Association](#), the [National Wildlife Refuge Association](#), and other environmental nonprofit organizations to help amplify the importance of promoting ongoing stewardship and sustainability through hands-on conservation projects. During this week, Southwest and AirTran Airways Employees give back to their communities through various environmental-based volunteer opportunities. AirTran is a wholly-owned subsidiary of Southwest Airlines Co.

April 20 - 21: **Earth Day Dallas | Dallas, TX**

Founded in 2010, Earth Day Dallas seeks to elevate environmental awareness and influence the way North Texans think, live, and work. The Southwest Airlines Green Team will be manning an exhibit at Fair Park that highlights Southwest's sustainability initiatives and will be handing out sunflower seedlings to encourage gardening and outdoor participation.

April 25: **Lunch & Learn—A Lesson on Being Water-Wise | Dallas, TX**

Southwest is hosting a Lunch & Learn at its Dallas Headquarters to educate Employees on how to water their gardens and plants responsibly. In conjunction with the Southwest Community Garden's partnership with the Texas A&M AgriLife Extension Service, Urban Water Program Coordinator Patrick Dickinson will speak and share his expertise with attendees. Literature and water conservation tools will be provided by the City of Dallas and the Dallas County Master Gardeners Association.

April 26: **Trinity River Volunteer Activity | Dallas, TX**

In partnership with the Trinity River Corridor Project, Southwest Employees will participate in cleaning up Dallas' Trinity River. In addition, Southwest Airlines is excited to announce a grant for the creation of the Trinity River Conservation Corps.

April 27: **Concerts for Kids Community Day | Denver, CO**

Concerts for Kids Community Day will bring together hundreds of volunteers to complete a combined 6,000 hours of work in one six-hour day in the Denver-metro area. Volunteers will work to complete multiple improvement projects including painting, landscaping, cleaning, roofing, carpeting, and more.

**ABOUT SOUTHWEST AIRLINES CO.**

In its 42<sup>nd</sup> year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of the People who work there and the communities it serves, and its commitment to efficiency and the Planet. The 2011 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate more than 3,200 flights a day and serve communities around 79 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at [southwest.com](https://www.southwest.com).

#### AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with close to 600 flights a day to 53 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at [airtran.com](https://www.airtran.com) and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

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