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Southwest Airlines Teams Up with The Trinity Trust and City of Dallas to Form the Trinity River Conservation Corps with Three-Year Grant

DALLAS, April 26, 2013 /PRNewswire/ -- Southwest Airlines, in partnership with The Trinity Trust Foundation and the City of Dallas, announced a three-year, \$150,000 grant for the creation of the Trinity River Conservation Corps to clean and conserve Dallas' Trinity River Corridor. This announcement was made today in the Trinity River Corridor along the Santa Fe Trestle Trail's Cedar Creek Overlook.

At the inaugural event were hundreds of Southwest Airlines volunteers who cleaned and cleared the Cedar Creek Overlook, giving their time from the heart. The group helped restore this riparian area by planting 400 love (or LUV) grass plants and 100 native blooming and non-blooming species provided by the Lewisville Aquatic Ecosystem Research Facility.

In attendance from Southwest Airlines were Gary Kelly, Chairman of the Board, President and Chief Executive Officer; Ginger Hardage, Senior Vice President of Culture and Communication for Southwest Airlines and Trinity Commons Board Member; Linda Rutherford, Vice President Communication and Strategic Outreach and other representatives.

Ginger Hardage, Senior Vice President Culture and Communication for Southwest Airlines, said, "Our commitment to the environment and giving back, along with our passion for volunteering, is why we're proud to form the Trinity River Conservation Corps and bring the community together for the beautification of the Trinity River Corridor and Great Trinity Forest. We know that places like this are the core of our communities, and our Employees take pride in giving their time to keep the heart of Dallas beating strong."

Southwest Airlines is the Founding Sponsor and Official Airline of the Trinity River Conservation Corps, which is a program to coordinate and manage multiple annual volunteer events for the conservation and upkeep of the Trinity River Corridor and Great Trinity Forest. This grant will fund the coordination and implementation of the Trinity River Conservation Corps' efforts. Southwest will work closely with The Trinity Trust and City of Dallas to plan and execute volunteer programs that will include Southwest Airlines as the lead sponsor for their employees or local companies and organizations, such as Groundwork Dallas.

Dr. Gail Thomas, president and CEO of The Trinity Trust, said "Southwest Airlines is an exemplary company showing its love for Dallas and the Trinity River. We salute Southwest Airlines for its leadership in giving back in a tangible way with hours of volunteer time in the Trinity River Corridor. Many people will have the opportunity to see the river and trails and to experience the beauty we have in Dallas. We are honored to partner with them for the love of the city."

Dallas City Manager Mary Suhm said, "This generous gift demonstrates Southwest Airlines' commitment to the environment and to the City of Dallas. The creation of the new Trinity Conservation Corps continues Southwest's outstanding legacy of service by benefiting the Trinity River corridor through beautification."

ABOUT SOUTHWEST AIRLINES CO.:

In its 42nd 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.

ABOUT THE TRINITY TRUST FOUNDATION:

The Trinity Trust Foundation helps the city of Dallas by raising private funds for this \$2.2 billion urban park project. Donations from the private sector will add amenities such as the signature Calatrava bridges, lakes, a central island, a white water course, amphitheaters, and ball fields. The foundation also reaches out into the community to educate citizens about the project with presentations, symposia, and events. More information can be found by calling 214.740.1616, by emailing info@thetrinitytrust.org, or by visiting www.thetrinitytrust.org.

ABOUT THE TRINITY RIVER CORRIDOR PROJECT:

The Trinity River Corridor Project is the largest and most complex public works and urban development project undertaken by the City of Dallas. This project is first and foremost a flood protection solution and one of the largest of its type in the nation. The project consists of five major components: flood protection, transportation, recreation, environmental stewardship, and business development. Projects opening this summer include Moore Park Gateway (8th Street) and Great Trinity Forest Southern Gateway and Horse Trails (IH-20). Projects under construction are the Baker Pump Station scheduled to open in 2014, Sylvan Avenue Bridge scheduled to open spring 2014 and construction exploration has begun on The Horseshoe Project, IH-35 and Margaret McDermott Bridge (IH-30) scheduled to be complete in 2017. The construction will begin for the Continental Avenue Pedestrian Bridge and West Dallas Gateway Park and The Texas Horse Park later this year. Martin Luther King Jr./Cedar Crest Bridge and Joppa Gateway are under design. Over 12 miles of new forest and floodway trails are open for hiking or bicycle riding. Explore the Trinity by visiting www.trinityrivercorridor.org.

SOURCE Southwest Airlines