

November 6, 2013



Southwest Airlines Celebrates Our Service Men And Women With Fourth Annual Military Heroes Month In November

DALLAS, Nov. 6, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is committed to honoring and thanking our service men and women who safeguard our country. During its fourth annual celebration in November dubbed "Military Heroes Month," Southwest has the opportunity to show how much we care by recognizing the incredible sacrifices of Veterans, service members, and their families across the country. Using the weekly themes of Service, Honor, Sacrifice, and Celebrate, Southwest will commemorate our service men and women through activities with nonprofit organizations and special communication and engagement events. To read a blog post about Military Heroes Month, visit the [NUTS About Southwest blog](#).

"Patriotism runs deep here at Southwest Airlines, and we're committed to giving back to our nation's heroes and thanking them for safeguarding our country, not just in November, but all year-long," said Mike Van de Ven, Chief Operating Officer at Southwest Airlines. "Military Heroes Month is an extension of that commitment and gives us the opportunity to further demonstrate our appreciation to those have given so much in service to our nation."

Southwest gives thanks to the military with the following activities:

Oct. 25 | The Mission Continues, Fellow Initiation, Houston, Texas

The Mission Continues (TMC) currently has more than 200 Veteran Fellows committed to community service across the country, empowering them to transition their military-based skills into civilian life. Southwest Airlines is sponsoring and supplying volunteers for the TMC Fellow initiation in Houston, welcoming in a new class of Fellows and volunteering alongside them to benefit the community.

Oct. 31 | Armed Forces Foundation "Busch-Whacked" Event, Texas Motor Speedway Dirt Track, Fort Worth, Texas

Southwest Employee Volunteers are donating their time to the Armed Forces Foundation's (AFF) "Busch-Whacked" mud run event at Texas Motor Speedway's Dirt Track to help raise money for military families.

Nov. 6 | Faces of Freedom and the Texas Rangers, Sendoff to Washington, D. C., Dallas, Texas

Southwest Airlines and the Texas Rangers Baseball Foundation have teamed up with Faces of Freedom to offer the trip of a lifetime for 14 military heroes and their families to travel from Dallas to Washington, D.C. to visit the World War II, Korean and Vietnam War monuments.

Nov. 9-11 | A Million Thanks, We LUV Our Troops Customer Card Campaign, Nationwide

To commemorate Veteran's Day, Southwest is distributing Support Our Troops cards to all Inflight bases for Flight Attendants to share with Customers, allowing them to write their messages of thanks and support as they travel to their destinations. The cards will be sent to

the nonprofit organization, "A Million Thanks," who will distribute them to deployed U.S. Military Troops stationed around the world.

Nov. 9-12 | Operation Freedom Bird, Welcome Home Celebration, Washington, D.C.

Now in its 25th year of service, Operation Freedom Bird (OFB) provides a unique healing journey to Arizona's combat veterans of all wars. Each year, approximately 50 Veterans are selected to participate in the four-day healing journey that includes visiting the War Memorials in Washington, D.C., and experiencing Veterans Day celebrations. For the past 14 years, Southwest Airlines has supported OFB by providing all program transportation and hosting a surprise celebration of the Veterans' return home.

Nov. 12 | Veterans Day Parade, Dallas, Texas

Southwest Airlines is sponsoring and volunteering at the Dallas Veterans Day Parade to celebrate and show appreciation for our men and women in uniform who have fought tirelessly for our freedom.

Nov. 14 | Faces of Freedom and the Texas Rangers, Trip to Washington, D. C., Dallas, Texas

Southwest Airlines and the Texas Rangers Baseball Foundation have teamed up with Faces of Freedom to offer the trip of a lifetime for 14 military heroes and their families to travel from Dallas to Washington, D.C. to visit the World War II, Korean and Vietnam War monuments.

November | Honor Flight Network, Nationwide

Since 2008, Southwest has had the privilege of helping make Veterans' dreams come true as the official commercial airline of the Honor Flight Network (HFN). To date, Southwest has donated more than 5,800 tickets, connecting WWII Veterans to their respective memorials in Washington, D.C.

Southwest Airlines and AirTran Airways are committed to giving from the heart to the communities they serve. In 2012, [Southwest Employees volunteered](#) more than 137,000 hours, which is enough time to fly from Houston to Washington, D.C., 46,917 times.

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 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 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five 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 its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at 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 89 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 400 flights a day to 48 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.

www.southwest.com

SOURCE Southwest Airlines