

April 8, 2014



# Southwest Airlines And The Hispanic Association of Colleges and Universities Now Accepting Applications For The Lanzate Travel Award Program For College Students

DALLAS, April 8, 2014 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV), in conjunction with the [Hispanic Association of Colleges and Universities \(HACU\)](#), today announced they are accepting applications for their annual "*Lanzate! / Take Off!*" education travel award program. Online applications will be accepted through May 15, 2014, at [www.hacu.net](http://www.hacu.net). The program is geared toward Hispanic college students with economic need who travel away from home to pursue higher education. Students who are awarded with the "*Lanzate! / Take Off!*" education travel award are able to use roundtrip tickets on Southwest Airlines to stay connected with their families. For these students, connection with family can make the difference between dropping out and graduating. Nearly 1,300 Southwest Airlines roundtrip tickets have been awarded to students across the nation since the program's inception in 2005. All applicants must complete an online application including an essay describing their inspiration to pursue a college degree.

A panel of judges comprised of college professors and education advocates from across the nation will gather this summer to select the 2014 travel award recipients. To view the criteria for the 2014 award program, please visit: [www.SWAmedia.com](http://www.SWAmedia.com). Each student who receives an award will be eligible for up to four tickets for use by the student and/or a family member traveling to/from the university.

"For the past decade, we have been fortunate to support Latino students with this award to help them stay connected with family while they are away at school," said Christine Ortega, Southwest Airlines Manager of Community Affairs & Grassroots. "Seeing hundreds of students aspire to reach their dreams with higher education is inspirational, and we are proud to play a small part in helping these future leaders succeed."

"HACU is proud of its strong partnership with Southwest Airlines that for the past 10 years has greatly benefitted hundreds of Hispanic students pursuing their higher education," said Antonio R. Flores, HACU President and CEO. "HACU applauds Southwest Airlines for its continued commitment to college students and their families through the Lanzate Travel Awards Program 'Dandole Alas a Tu Exito/Giving Flight to Your Success.'"

To read more about the program, please visit [NUTS About Southwest](#).

## **ABOUT HACU**

HACU, which has its national headquarters in San Antonio, Texas, 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 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 nearly 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 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 via wholly owned subsidiary, AirTran Airways. 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](http://southwest.com/citizenship).

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at [southwest.com](http://southwest.com) or by phone at 800-I-FLY-SWA.

SOURCE Southwest Airlines