

May 1, 2014



Southwest Airlines Continues Proud Tradition of Celebrating Asian Pacific American Heritage During the Month of May and All Year Long

DALLAS, May 1, 2014 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) proudly shows its commitment to the Asian Pacific American (APA) community through its celebration of Asian Pacific American Heritage Month in May. The Company is hosting an array of activities throughout the month of May and will continue celebrating Asian Pacific American Heritage all year long.

"We are a Company of People that is unique by design, and we are all unified by the Purpose of connecting People to what's most important in their lives," said Ellen Torbert, Southwest Airlines' Vice President of Diversity and Inclusion. "We enjoy celebrating Asian Pacific American Heritage Month each May, but our commitment to the Asian American and Pacific Islander community lasts longer than a month of the year. Our invaluable community partnerships allow us to not only celebrate Asian Pacific American Heritage, but help the APA community to grow even stronger."

Southwest proudly gives back to the Asian Pacific American community:

May 5 | APA Heritage Foundation, Awards Presentation and Community Reception, San Francisco

Southwest will award tickets to distinguished individuals whose achievements embody the theme of Celebrating Innovations. The APA Heritage Foundation promotes appreciation of Asian Pacific American culture and heritage and provides a forum for the diverse APA community to share information, discuss issues of concern, and collaborate on projects of community interest.

May 6-7 | Asian Pacific American Institute for Congressional Studies (APAICS), Alumni Awards Breakfast, 20th Anniversary Awards Gala, and National Leadership Academy, Washington, D.C.

Southwest proudly supports APAICS programs that focus on developing leadership, building public policy knowledge, and filling the political pipeline for Asian Pacific Americans to pursue public office at the local, state, and federal levels. Southwest Airlines will be honored with the Corporate Award at the APAICS 20th Anniversary Gala.

May 12 | Asia Society of Northern California, Education Summit & 11th Annual Dinner: Education in a Global Era, San Francisco

Southwest Airlines proudly supports this conference, which will bring together thought leaders in education, business, academia, and government to deliberate on the skills students need in today's global environment and how best to provide them.

May 14 | Southwest Airlines, Diversity Dialogue Series, Dallas

Southwest Airlines invites Employees to attend a screening of the new documentary on the life of Dalip Singh Saund. *His Life, His Legacy* tells the inspiring story of an ethical and passionate man who rose above prejudice and racism to serve as the first Asian, the first Indian, and the first Sikh elected to the U.S. House of Representatives.

May 17 | Greater Dallas Asian American Chamber of Commerce, 24th Asian Festival, Dallas

Presented by The Greater Dallas Asian American Chamber of Commerce in partnership with the Crow Collection of Asian Arts and the MEED Center, the annual Asian Festival is the largest gathering of Asian Pacific Americans in Dallas, representing more than 20 cultural groups. Southwest Airlines is proud to be a gold sponsor of this event.

May 28 | Southwest Airlines, Diversity Dialogue Series, Dallas

Southwest Airlines invites its Employees to enjoy listening to Dan Nainan, IT Engineer, Comedian, and Published Author as he talks about Cultural Awareness.

May 31 and June 28 | Chinatown Partnership, Chinatown Weekend Walk Family Festivals, New York City

This annual event draws more than 50,000 pedestrians into the historic streets of Chinatown as traffic is closed off for the biggest block party in the community, filled with fun, food, games, and cultural performances to encourage visitors and business in the neighborhood.

Southwest Airlines roundtrip tickets will be provided as prizes in drawings at each festival amongst festival attendees who patronize at least three neighborhood businesses.

June 1 | Pacific Asian American Women Bay Area Coalition (PAAWBAC), Annual Awards Luncheon, San Francisco

Southwest sponsors PAAWBAC as it works to promote the personal, professional, and political interests of Asian and Pacific Islander women in the Bay Area. Southwest helps participants in the "Monarchs and Women Warriors" mentorship program to travel to events, seminars, or conferences to further their learning, and to enhance their professional work or associations.

June 19 | Chinatown Partnership, Annual Gala, New York City

Southwest Airlines is proud to sponsor this annual benefit, which provides funds in support of the Chinatown Partnership's mission to foster economic development in Chinatown while improving the quality of life and ensuring the vitality of one of New York's most diverse and dynamic historic neighborhoods.

July 10-12 | Japanese American Citizens League (JACL), National Convention and Banquet, San Jose

Southwest proudly supports many of JACL's signature programs including the JACL National Convention and Banquet, Congressional and JACL Fellowships, and Southwest Airlines Congressional Internship Program, to name a few. Southwest supports the leaders and members of the JACL in their efforts to promote cultural, educational, and social values, and preserve the heritage and legacy of the Japanese American community.

July 24-Aug. 2 | Asian CineVision, Inc., 37th Asian American International Film Festival (AAIFF), New York City

Southwest Airlines will provide air transportation to AAIFF filmmakers and special guests. AAIFF's primary goal is to exhibit the most current achievements in Asian/Asian American independent media-making to a broad audience. AAIFF also seeks to create a setting

where artists, scholars, and cultural enthusiasts can meet and explore how to push creative bounds and the development of relevant media.

Aug. 7-10 | OCA Asian Pacific American Advocates, Asian Pacific American Advocates National Convention, Los Angeles

The OCA Asian Pacific American Advocates National Convention promotes the social, political, and economic well-being of Asian Pacific Americans, touching tens of thousands of individuals each year through its extensive network of over 100 chapters, affiliates, and partners from around the country.

Aug. 15 | Center for Asian Americans United in Self Empowerment (CAUSE), Leadership Academy Graduation, Los Angeles

Southwest proudly supports CAUSE's mission to advance the political empowerment of the APA community through nonpartisan voter registration and education, community outreach, and leadership development.

October | Greater Dallas Asian American Chamber of Commerce, Annual Awards Banquet, Dallas

Southwest Airlines is proud to support the Annual Awards Banquet where outstanding Asian American businesses in the DFW area in various categories will be recognized.

Oct. 2 | Asian Americans Advancing Justice (AAJC), 18th Annual American Courage Awards, Washington, D.C.

Southwest supports AAJC's Annual American Courage Awards Dinner, Annual Advancing Justice Conference, and Youth Leadership Summit. The mission of AAJC is to advance civil and human rights for Asian Americans and to build and promote a fair and equitable society for all.

Nov. 6-15 | San Diego Asian Film Festival, San Diego

Southwest Airlines is the Official Airline of the San Diego Asian Film Festival, supporting the festival by flying in directors and actors who engage with audiences and participate in significant discussions during Q&A sessions and panels.

Nov. 13 | Asian & Pacific Islander American Scholarship Fund (APIASF), Annual Scholarship Benefit Gala, New York City

Southwest supports APIASF's Benefit Gala, Annual Education Summit, and scholarship recipient travel. APIASF strives to make a difference in the lives of Asian American Pacific Islander students by providing them with resources that increase their access to higher education.

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.

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 or by phone at 800-I-FLY-SWA.

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