

September 17, 2014



# Southwest Airlines And Live In The Vineyard Celebrate Music, Food, & Wine With Customers Nationwide!

## Airline Kicks Off Festival Season with National Sweepstakes to Attend "Live In The Vineyard" and Concert Series Live at 35®

DALLAS, Sept. 17, 2104 /PRNewswire/ -- [Southwest Airlines](#)™ (NYSE: LUV) kicks off the next season of "[Live In The Vineyard](#)" by offering Customers nationwide the opportunity to enter for a chance to win a "Live In The Vineyard" all-access VIP package. The package features two roundtrip airline tickets to the Bay Area; two VIP passes to attend the festival in Napa Valley (Nov. 6 through Nov. 9, 2014); a three-night hotel stay at a luxury Napa hotel; and transportation to all events. The festival will include performances by some of today's top recording artists, including Train, Ingrid Michaelson, Mat Kearney, Meghan Trainor, Echosmith, Blue October, and many more! Customers can enter the Southwest Airlines sweepstakes today through October 16, 2014, by visiting [www.southwest.com/liveinthevineyard](http://www.southwest.com/liveinthevineyard).

Leading up to the November festival, Southwest launches the official "Live In The Vineyard"-decaled Boeing 737 aircraft into its system. The decaled jet is used as an in-air concert venue to host live performances at 35,000 feet in the air, also known as *Live at 35®*. Southwest and "Live In The Vineyard" recently hosted this season's inaugural rising artist Echosmith. The siblings surprised 143 unsuspecting Customers with an unforgettable performance, as they danced down the aisle singing their current hit single "Cool Kids," from their debut album *Talking Points* on Warner Bros. Records.

This season, Southwest and "Live In The Vineyard" will continue to surprise Customers with five *Live at 35®* concerts—the specific flights remain a mystery.

"We continually look for ways to create memorable experiences for our Customers," said Linda Rutherford, Southwest Airlines Vice President Communication and Outreach. "Our partnership with 'Live In The Vineyard' allows us to connect with our Customers through our shared passion for music, food, and wine."

"Live In The Vineyard" is fast becoming a well-known and sought-after "once in a lifetime" event, and this November will be no exception with a series of intimate performances from some of today's top artists; exquisite food tastings by renowned and celebrated chefs and pourings by some of the most esteemed vintners. Southwest provides "Live In The Vineyard" national contest winners with roundtrip airfare to and from the Bay Area for the event, which runs Nov. 6 through Nov. 9, 2014. In addition to the Southwest sweepstakes, Customers can also enter for a chance to win general admission tickets to the event at [www.liveinthevineyard.com](http://www.liveinthevineyard.com).

"'Live In The Vineyard' is thrilled to expand on our incredible partnership with Southwest Airlines, creating more innovative ways to bring music, food, and wine to their Customers,"

said "Live In The Vineyard" Cofounders Bobbii Jacobs and Claire Parr. "Southwest's Culture, Customer Service, and commitment to excellence are what make our partnership a perfect fit. We love the spontaneous ideas that we create to integrate our partner artists, chefs, and winemakers."

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest and wholly owned subsidiary AirTran Airways operate nearly 3,600 flights a day, serving 93 destinations across the United States and five additional countries. Service to San Jose, Costa Rica, begins in March 2015, subject to government approvals.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, a majority of which are equipped with satellite-based WiFi connectivity while over the United States that enables video-on-demand and a free, live TV offering of 13 channels compliments of DISH. Bags Fly Free® at Southwest Airlines (first and second checked pieces of luggage, size and weight limits apply), and there are never change fees, although fare differences might apply. In September 2014, the airline proudly unveiled *Heart*, a new aircraft livery, airport experience, and logo, showcasing the dedication of Southwest Employees to connect Customers with what's important in their lives.

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 41 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

Book Southwest Airlines' low fares online at [southwest.com](http://southwest.com) or by phone at 800-I-FLY-SWA.

## **ABOUT LIVE IN THE VINEYARD**

"Live In The Vineyard" is a private festival that takes place amidst the lush scenery of boutique wineries in California's Legendary Napa Valley every April and November. The festival was created seven years ago by Bobbii Jacobs and Claire Parr, who together share over 40 years of experience in the music industry, and has since grown into a well-known and sought-after ticket. The festival, available only to sweepstakes winners and special invited guests, marries peoples' access to recording artists, top tier wine makers, and world-renowned chefs during a "once-in-a-lifetime" four day event. To date LITV has hosted exquisite food tastings by renowned and celebrated chefs, pourings by some of the most revered vintners, and a series of intimate performances by some of the biggest names in music including Sarah McLachlan, James Blunt, Christina Perri, Fun., New Kids on the Block, Alanis Morissette, Lenny Kravitz, Jason Derulo, Zac Brown Band, Natasha Bedingfield, Colbie Caillat, David Gray, Hunter Hayes, Fitz And The Tantrums, Jason Mraz, among others.

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