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# Southwest Airlines Recognized For Commitment To Community By Bloomberg LP And Points Of Light

## Airline continues legacy as the hometown carrier that cares

DALLAS, Dec. 8, 2014 /PRNewswire/ -- [Southwest Airlines](#)® (NYSE: LUV) was recognized today as one of America's most community-minded companies in [The Civic 50](#), an annual initiative that identifies and recognizes companies for their commitment to improve the quality of life in the communities where they do business. Points of Light, the largest organization in the world dedicated to volunteer service, conducted the survey in partnership with Bloomberg LP. All companies with more than \$1 billion in revenue are invited to apply for the Civic 50.

"Southwest is committed to a triple bottom line of People, Performance, and Planet. Our hope is to encourage change within our Company that extends into our communities, and eventually out into our world," said Linda Rutherford, Southwest Airlines' Vice President Communications & Outreach. "We are honored to be recognized alongside companies who are committed to making a difference."

Southwest Airlines is proud to support qualified 501(c)(3) charitable organizations within the communities it serves, especially those that fall within its areas of strategic focus: Families Facing Serious Illness, Military and Family Members, Volunteerism, Disaster Preparedness and Response, Heart of the Community (Placemaking), and the Environment. Additionally, Southwest strategically fosters community partnerships around Diversity, Legislative, Education, Business, Leadership, and Civic Engagement. Developing strategy around these pillars helps determine the carrier's investment of time, money, and resources within those focus areas. In 2013, Southwest received more than 17,900 requests for donations, equating to nearly \$19 million in tickets and cash, supported almost 5,000 individual charities, and volunteered more than 144,000 hours.

The Civic 50 was created in 2012 to measure corporate civic engagement and recognize companies that incorporate socially-responsible practices and community leadership into their Culture. The survey evaluates companies based on several criteria, including how extensively and strategically resources are applied to community engagement, how a community engagement program supports business interests and integrates into business functions. Other criteria include how a company supports community engagement through its institutional policies, systems, and incentives, and how a company measures the social and business impact of its community engagement program. True Impact, a company specializing in helping organizations maximize and measure their social and business value, administered the survey.

To view a complete list of The Civic 50 companies for 2014, and to learn more about the importance of civic engagement in corporate America, please visit [www.Civic50.org](http://www.Civic50.org).

## **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 more than 3,400 flights a day, serving 93 destinations across the United States and five additional countries. Subject to government approvals, service to San Jose, Costa Rica, begins in March 2015, and service to Puerto Vallarta, Mexico, begins in June 2015.

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 is equipped with satellite-based WiFi providing gate to gate connectivity while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats Music, or to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of DISH. Southwest is the only major U.S. airline to offer Bags Fly Free® (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.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/southwest-airlines-recognized-for-commitment-to-community-by-bloomberg-lp-and-points-of-light-300006138.html>

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