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

DALLAS, April 1, 2015 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV), in conjunction with the [Hispanic Association of Colleges and Universities \(HACU\)](#), today announced that they are accepting applications for the 11th annual "¡Lanzate!/Take Off!" Travel Award program. Online applications will be accepted through May 15, 2015, at www.hacu.net. The program is geared toward Hispanic college students with economic need who pursue higher education at least 200 miles away from home. All applicants must complete an online application including an essay describing their inspiration to pursue a college degree.

Educators and education advocates from around the country will form a diverse judging panel this summer to select the 2015 Travel Award recipients. To view the criteria for the 2015 award program, please visit: [SWAmedia](#). Each selected student winner is eligible for up to four roundtrip tickets for use by the student and/or a family member traveling to/from the university.

"Over the last 11 years, we have seen more than 700 inspirational students reach their dreams through their pursuit of higher education," said Christine Ortega, Southwest Airlines Manager of Community Affairs & Grassroots. "We are proud and excited to once again offer this award to encourage the dreams of Hispanic students."

"The Hispanic Association of Colleges and Universities is proud of its continued partnership with Southwest Airlines ¡Lanzate! Travel Award Program," said HACU President and CEO Antonio R. Flores. "The compelling essays of more than 4,500 students received through the years underline the importance for our students of balancing their education and their families. Through HACU's partnership with Southwest Airlines, the cost for these students of traveling back home is eliminated, and countless families have received a way to stay connected during their higher education journey."

More than 1,500 roundtrip tickets on Southwest Airlines have been awarded to students across the nation since the program's inception in 2005. Learn more at [NUTS About Southwest](#).

ABOUT HACU

The Hispanic Association of Colleges and Universities represents approximately 450 colleges and universities committed to Hispanic higher education success in the U.S., Puerto Rico, Latin America and Spain. HACU is the only national association representing

existing and emerging Hispanic-Serving Institutions (HSIs). Information is available at www.hacu.net.

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 more than 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,400 flights a day, serving 94 destinations across the United States and six additional countries. Southwest service to Puerto Vallarta, Mexico, begins in June 2015; and subject to government approvals, service to Belize City, Belize begins in October 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, the majority of which are 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 our valued Partners. 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 reservation change fees, although fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase 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 whenever the carrier enters new markets. With 42 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.

Book Southwest Airlines' low fares online at 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-and-the-hispanic-association-of-colleges-and-universities-now-accepting-applications-for-the-lanzate-travel-award-program-for-college-students-300058890.html>

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