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Southwest Airlines' Rapid Rewards Point Donation To Multiple Charities Takes Off

To celebrate, carrier donates more than one million points as part of 'Donate Day', encourages Customers to join cause

DALLAS, Dec. 17, 2015 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) is proud to provide Customers with a new opportunity to make a difference in others' lives by donating their earned Rapid Rewards points to any of nine participating charities. To jumpstart the campaign, Southwest Airlines donated more than 150,000 points to each of the nine organizations.

To commemorate the launch of this new capability, Southwest today is hosting a donation drive on its @SouthwestAir Twitter account where Rapid Rewards frequent flyer program members can now access the Southwest Airlines [website](#) to donate points, and to raise awareness for a cause important to them. Customers are encouraged to use the hashtag #SouthwestHeart after donating and follow Southwest Airlines on all social media channels to watch how many points have been donated and to which organizations as the day progresses.

"The holidays are an incredible opportunity to share our Heart by remembering those who need a helping hand," said Linda Rutherford, Vice President, Communication & Outreach at Southwest Airlines. "We're excited our Rapid Rewards members now have the opportunity to show their generosity and potentially change a life by donating the gift of travel."

Southwest Airlines Customers who have an active Rapid Rewards account can login to the [Rapid Rewards My Account](#) and donate points. Charities include Make-A-Wish®, Honor Flight Network, American Red Cross, Student Conservation Association, Dream Foundation, All Hands Volunteers, The Mission Continues, Team Rubicon, and Ronald McDonald House Charities. Southwest proudly supports these charities year round, providing travel to help them accomplish their mission.

All points donations must be made through [Southwest.com](#) by logging in to the Rapid Rewards account and navigating to the Rapid Rewards Point Center. From there Customers can click on the 'Donate Points' button to start the process. Once the donation has been accepted, Customers receive an email with a receipt. Transactions are non-transferable. All Rapid Rewards rules and regulations apply and can be found at [Southwest.com/rrterms](#).

ABOUT SOUTHWEST AIRLINES CO.

In its 45th 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 48,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 97 destinations across the United States and seven additional countries with more than 3,900 departures a day during peak travel season.

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. That connectivity enables Customers to use their personal devices 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 created [TransfarencySM](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though 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 2014 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](#).

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

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