

February 12, 2019



Southwest Airlines Is In Search Of Great Storytellers And Influencers

Southwest® Storytellers contest will showcase influencers' passion for travel and adventure with up to 12 round trips across more than 90 destinations

DALLAS, Feb. 12, 2019 /PRNewswire/ -- Have you been to the mountains in Colorado, stepped in the sand of the San Diego beaches, danced to the music in Nashville, or heard the bustling streets in New York City? Now you can cross these trips and more off your travel bucket list if you are a Southwest Airlines Storyteller and Influencer!

We are giving influencers the opportunity to compete for the grand prize of up to 12 round trips (awarded as 24 Southwest flight e-passes valid for one-way travel on Southwest) through a new influencer competition.

The qualifications are simple: you must be 21 years or older and have at least 2,500 Instagram followers. To enter the contest, Southwest Airlines wants to see our Customers' travel inspired photos. First, contestants should be sure to follow [@southwestair](#) on Instagram, and then post a photo and caption that includes [@southwestair](#), the hashtags #SouthwestStorytellers and #Contest, and tells a compelling travel story. Contestants may enter the contest today through Monday, February 24, 2019.

Southwest will select 100 photos entered and will invite those contestants to fill out a survey about their social influence and Southwest affinity. Based on an extensive point system, 10 finalists will be chosen to then submit a portfolio based on a creative brief. A panel of judges from Southwest Airlines will review and select the prize winners. Winners will be announced on April 15, 2019. All of those in the top 10 will be eligible to receive a prize. *Contestants can find more information [here](#).*

NO PURCHASE NECESSARY. Open to legal residents of the 50 United States and District of Columbia (excluding Alaska) who are twenty-one (21) years or older at the time of entry and have an Instagram® account with at least two thousand five hundred (2,500) followers. Void where prohibited. Enter Contest by February 24, 2019 at 11:59 p.m. ET. For Official Rules and prize descriptions, visit <https://southwest.promo.eprize.com/storytellers2019>. Sponsor: Southwest Airlines Co., 2702 Love Field Drive, Dallas, TX 75235.

ABOUT SOUTHWEST AIRLINES CO.

In its 48th year of service, Dallas-based [Southwest Airlines Co.](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 58,000 Employees to a Customer base topping 120 million passengers annually. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. In peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 99 destinations in the United States and 10

additional countries. Southwest has announced its intention to serve Hawaii, subject to requisite governmental approvals.

Southwest coined **Transfarency**® to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying 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 carriers offer free checked bags on select routes or in qualified circumstances), and there are no change fees, though fare differences might apply.

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. Learn more about how the carrier gives back to communities across the world by visiting [Southwest.com/citizenship](https://www.southwest.com/citizenship).

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

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