

April 2, 2019



Staying Connected With Home: Southwest Airlines To Support 2019 ¡Lánzate!/Take Off! Travel Program

Carrier continues support of Hispanic Association of Colleges and Universities with more than 2,000 tickets over the past 15 years

DALLAS, April 2, 2019 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) and The Hispanic Association of Colleges and Universities (HACU) has announced applications are open for the 2019 ¡Lánzate!/Take Off! Travel Program. Each year, this program provides roundtrip air travel to be used by the program recipients for travel home from school. Applicants must write a personal essay addressing questions outlined in the application. In the essay, applicants should demonstrate or discuss socio-economic need such as financial need or cultural considerations. Applicants must be enrolled in an undergraduate or graduate degree program at least 200 miles from home and meet other qualifications. Students can submit applications now through April 30, 2019, at www.hacu.net.

This year celebrates the 15th anniversary of the program. Annually, the ¡Lánzate! Travel Award Program provides travel to students and over the years, has helped connect thousands of students who are away from their families during their studies.

"Many recipients say this travel award is the reason they were able to stay enrolled in college as it allows them to travel back home to see their families," said Christine Ortega, Southwest Airlines Senior Advisor of Community Outreach. "Southwest's purpose relies on being able to connect people to what's important in their lives and we're proud to support Latino students as they reach their goals."

"The Hispanic Association of Colleges and Universities is happy to celebrate the 15th ¡Lánzate!/Take Off! Travel Award program with Southwest Airlines. This milestone represents the importance of supporting college students in their academic journey," said HACU President and CEO Antonio R. Flores. "In its 15 year history, the ¡Lánzate! Program has made a difference by providing travel awards for students to visit their families. We are grateful to Southwest Airlines for championing Hispanic success in higher education and look forward to a continued partnership."

ABOUT HACU

The Hispanic Association of Colleges and Universities, founded in 1986, represents more than 500 colleges and universities in the United States, Latin America, Spain and school districts throughout the U.S. The mission of HACU is to Champion Hispanic Success in Higher Education. HACU is the only national association representing existing and emerging Hispanic-Serving Institutions (HSIs). The Association's headquarters are located in San Antonio, Texas, with regional offices in Washington D.C., and Sacramento, California. Information is available at www.hacu.net.

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 100 destinations in the United States and 10 additional countries.

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.

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

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