

Southwest Airlines Celebrates Black History All Year Long
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DALLAS, Feb. 1, 2012 /PRNewswire/ -- The month of February is a great time for everyone to celebrate Black History, but for [Southwest Airlines](#) (NYSE: LUV), it's a yearlong celebration. Events range from local activities like actively supporting the Greater Baltimore Urban League (GBUL) and their youth programs to honoring World War II heroes nationwide as the official airline of the [Tuskegee Airmen](#); [Southwest Airlines](#) honors African American Heritage and is proud to be part of this community.

To continue the yearlong commitment to the African American community, Southwest Airlines will feature a community-based African American organization in a monthly video to highlight the impactful work they've done. The featured organizations are part of the long-standing relationships Southwest has developed during the last 40 years. To see the videos and photos of these organizations, visit www.southwest.com/blackhistory.

"Southwest Airlines' long heritage of serving the African American community stems from the Company's commitment to diversity at all levels—whether ideas, knowledge, or actions," said Ellen Torbert, Southwest Airlines' Vice President of Diversity and Inclusion. "With more than 80 African American community based organizations [as partners](#), an active Corporate Community Affairs team, and a diverse workforce, we can take pride in a Company built out of the heart of our communities."

Southwest Airlines is dedicated to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride and Company Spirit. For more than 40 years, Southwest's commitment to the communities it serves goes beyond the runway; from Employees providing countless hours of community service to giving the Customers the freedom to fly. To read more about Southwest commitment, visit www.southwest.com/cares.

About Southwest Airlines

Southwest Airlines continues to differentiate itself from other low-fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded and has recently acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 72 cities in 37 states and is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the Southwest Airlines One Report(TM). Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 37,000 Employees systemwide.

SOURCE Southwest Airlines

Contacts: Southwest Airlines Communications, +1-214-792-4847

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