

Southwest Airlines Continues Proud Tradition Of Celebrating Black History Month
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Carrier makes a positive difference in the African American community during Black History Month and throughout the year by supporting nonprofit organizations nationwide

DALLAS, Feb. 3, 2015 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) continues its proud tradition of giving back to the communities it serves by supporting the causes that matter most in the cities where its Customers and Employees work and live. "Throughout the year, Southwest Airlines proudly sponsors and hosts events in an effort to celebrate the rich history and culture of the African American community, and to strengthen the communities we serve," said Ellen Torbert, Southwest Airlines' Vice President of Diversity & Inclusion. "Southwest has always been a Company that puts People first and that extends into the community. Through our support of nonprofit organizations, we are able to provide education and leadership opportunities, in an effort to build a brighter future for those served by our impactful Community Partners."

Southwest Airlines proudly continues its commitment to the African American community:

January - December | National Great Blacks in Wax Museum, Traveling Exhibit, Baltimore

Southwest is the Official Airline of the National Great Blacks in Wax Museum Traveling Exhibit to promote education in classrooms, conferences, and special events across the country.

January | Dallas Dinner Table 2015, Dallas

Southwest Airlines was a proud corporate host of Dallas Dinner Table 2015 event, an initiative that seeks to bring people together to have a conversation about race over dinner in an effort to improve race relations in Dallas and the surrounding region.

January | Urban League of Hampton Roads, Inc., Dr. Martin Luther King, Jr. Community Leaders Breakfast, Virginia Beach

Southwest is the Official Airline of the Urban League of Hampton Roads and celebrated the legacy of Dr. Martin Luther King, Jr., through its support of this annual breakfast.

Jan. 31 - Feb. 28 | The George Washington University, 2015 Black Heritage Celebration: Redefining Black, Washington, D.C.

Southwest Airlines proudly supports education and diversity in the African American community, partly through its support of The George Washington University.

Feb. 5 - 7 | 29th Black Engineer of the Year (BEYA) Science Technology Engineering and Mathematics (STEM) Global Competitiveness Conference, Washington, D.C.

Southwest proudly supports BEYA's STEM conference where students can enhance their academic career and get tools for a successful STEM career by attending the career fair, meeting top employers, and taking advantage of onsite resources designed to enhance job searches.

Feb. 7 | Fifth Annual Washington Informer African American Heritage Tour, Annapolis

Southwest is the Official Airline of the Washington Informer African American Heritage Tour to promote education about and appreciation for African American heritage.

Feb. 18 | Southwest Airlines, Power of Inclusion: Black History Month, Dallas

Southwest Airlines will host an event for Employees at its Headquarters in honor of Black History Month. This year's event will feature Southwest Airlines' Vice President of Diversity & Inclusion, Ellen Torbert; Southwest Airlines' Lou Freeman, first African American chief pilot for any major U.S. airline; and radio personality Tom Joyner of the Tom Joyner Radio Show.

Feb. 21 | Smithsonian National Air and Space Museum, African American Pioneers in Aviation Day, Washington, D.C.

Southwest Airlines celebrates significant contributions African Americans have made to flight and space exploration.

Feb. 28 | The Bernard and Shirley Kinsey Foundation for Arts and Education, Annual Black History Celebration, Los Angeles

Southwest Airlines is the Official Airline of the Foundation supporting a national touring exhibit of authentic and rare art, artifacts, books, documents, and manuscripts that tell the often untold story of African American achievement and contribution.

March 14 | The 33rd Washington Informer Spelling Bee, Washington, D.C.

Southwest is the Official Airline of the 33rd Washington Informer Spelling Bee to promote education.

June 4 | Urban League of Eastern Massachusetts, Jobs Rebuild Boston Community Conference & Career Fair, Roxbury

Southwest Airlines is committed to providing opportunities for unemployed and under-employed individuals and proudly supports the Urban League of Eastern Massachusetts' Jobs Rebuild Boston Community Conference & Career Fair.

October | Southwest Airlines, Inclusion and Innovation Summit

Southwest Airlines will host its fifth annual Diversity Summit. All Southwest Employees are encouraged to attend a day-long session focusing on the Company's Diversity & Inclusion efforts and celebrating the unique talents of all Employees.

To learn more about how Southwest Airlines gives back to the African American community, please visit [NUTS About Southwest](#) and www.southwest.com/blackhistory.

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 93 destinations across the United States and five additional countries. Subject to government approvals, Southwest service to San Jose, Costa Rica, begins in March 2015; service to Puerto Vallarta, Mexico, begins in June 2015; and 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 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 wherever the carrier serves. 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.

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