

## **Southwest Airlines Gives Back To Communities All Year Long By Celebrating Women**

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DALLAS, April 3, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) is demonstrating its commitment to the communities it serves by hosting an array of women-focused activities throughout 2013. The Company champions diversity and inclusion and the causes that matter most to its Customers and Employees.

"Southwest Airlines is proud of our commitment to women. We partner with nonprofit organizations that focus on ways to celebrate women and the important contributions they make to our businesses, communities, and daily lives," said Ellen Torbert, Southwest Airlines' Vice President of Diversity and Inclusion. "Through our community partnerships, we were able to help them celebrate Women's History Month in March, but we will continue to honor women throughout the year by celebrating the impacts women make in our communities and ensure bright futures for our female youth."

To celebrate women in March, Southwest was proud to sponsor the Friends of the San Francisco Commission on the Status of Women's "Women Making History Awards" reception. During the city hall awards ceremony, Mayor Ed Lee's office, District Attorney George Gascon, and each of the Board of Supervisors presented an award to an outstanding woman within their respective districts.

Additionally, Southwest provided complimentary travel for African American women to develop their leadership skills through a year-long educational and mentoring program led by the National African American Women's Leadership Institute.

Southwest proudly gives back to women in the communities we serve:

### **April | Dress for Success Worldwide, Something to Share Gala, New York**

Southwest Airlines proudly supports the Something to Share Gala where 1,000 of Dress for Success' friends and supporters gather to honor the transformation of clients into empowered professional women who excel in their careers and personal lives.

### **May | CABLE Power of Inclusion Luncheon, Nashville**

Southwest provides travel to the Power of Inclusion Luncheon, which recognizes Nashville individuals, businesses, and nonprofit organizations that champion all types of diversity and develop innovative methods to enhance diversity and inclusion.

### **May | Arizona Foundation for Women Sandra Day O'Connor Awards Luncheon, Phoenix**

Southwest supports the Arizona Foundation for Women as it pays tribute to those who make a positive difference in the lives of women and children.

### **August | Southwest Airlines' 4<sup>th</sup> Annual Award-Winning Diversity Summit, Dallas**

Southwest Airlines will bring together executives from North Texas Fortune 500 companies to join the conversation during its fourth annual award-winning Diversity Summit to focus on diversity and inclusion initiatives, foster new opportunities, and explore best practices.

### **October | Diversity Leadership Alliance Conference, Phoenix**

Southwest provides travel for Human Resource professionals, diversity officers, community and business leaders, students, and teachers from the Phoenix community to learn about diversity and inclusion, managing and mentoring diverse workforces, and implementing effective strategies.

Since Southwest's beginnings more than 41 years ago, the LUV airline has always approached business differently—instituting the ten-minute turn, democratizing the skies with affordable air travel, delivering Legendary Customer Service—the list goes on and on. One thing that has remained constant since Southwest took to the skies four decades ago is doing the right thing, and it always comes **From the Heart**. To learn more about how Southwest celebrated Women's History Month, visit [NUTS About Southwest](#).

## ABOUT SOUTHWEST AIRLINES CO.

In its 42<sup>nd</sup> year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2011 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

[www.southwest.com](http://www.southwest.com)

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