

**Southwest Airlines Honors Proud Tradition Of Celebrating Hispanic Heritage Month**  
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DALLAS, Sept. 19, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) shows its dedication to the Hispanic community through its recognition of Hispanic Heritage Month and its many community partnerships that positively impact the Hispanic community. The airline will host an array of activities throughout the year to honor its long heritage of serving the Hispanic community and to show its strong dedication to diversity and inclusion.

"Southwest Airlines is proud to show its ongoing support of the Hispanic community, but for us, it's much more than a month-long celebration," said Ellen Torbert, Southwest Airlines' Vice President of Diversity and Inclusion. "We are proud to partner with more than 65 Hispanic-focused organizations that work hard to make a positive difference in the communities we serve. Through those partnerships, we continue to connect People to what's important in their lives."

Southwest proudly gives back to the Hispanic community:

**Year-round | Congressional Hispanic Caucus Institute, Inc. (CHCI) Public Policy Fellowship, Washington, D.C.**

Southwest Airlines is proud to be the Official Airline of CHCI's Public Policy Fellowship program which offers professional leadership training for young Latinos who have completed a bachelor's degree. This program provides exposure to a wealth of information, contacts, and political activity in Washington, D.C. which gives fellows a unique opportunity to pursue their public policy career goals.

**August | Southwest Airlines named on Hispanic Network Magazine's "Best of the Best" List, National**

Hispanic Network Magazine named Southwest Airlines among the companies who ranked on the "Best of the Best" list in its top employers for Hispanics. The "Best of the Best" list is compiled from evaluations of corporations, government agencies, colleges, and industry leaders, by DiversityComm, Inc. and its four diversity magazines. Its intention is to recognize organizations for providing the best outreach and accessibility to the African American, Hispanic/Latino, Veteran, and Female population.

**Aug. 1 | Southwest Airlines' 4<sup>th</sup> Annual Award-Winning Diversity Summit, Dallas**

Southwest Airlines brought together Executives from North Texas Fortune 500 companies for its fourth annual [award-winning](#) Diversity Summit that focused on diversity and inclusion initiatives, fostering new opportunities, and exploring best practices.

**September | Conexion Americas Hispanic Heritage Month Celebration, Nashville**

Southwest Airlines supports Conexion Americas as they recognize outstanding community volunteers, activists, and unsung heroes with the Orgullo Hispano Award during their annual Hispanic Heritage Celebration.

**Sept. 6 | Valle Del Sol Profiles of Success, Phoenix**

Southwest Airlines served as the Official Airline of the Valle del Sol Profiles of Success Hispanic Leadership Awards Celebration to recognize Latino leadership. The funds raised from this event will give new hope to the thousands of men, women, children, families, and the elderly who continue to benefit from the important work of Valle del Sol.

**Sept. 15 | Hispanic Heritage Foundation Hispanic Heritage Awards, Washington, D.C.**

Southwest Airlines is proud to be the Official Airline of the Hispanic Heritage Awards, which were established by The White House in 1987 to commemorate the creation of Hispanic Heritage Month in America. Since that time, the Hispanic Heritage Awards have honored top Latino leaders in various categories for their impact on America and the world.

**Sept. 24 | Southwest Airlines Hispanic Heritage Month Celebration, Dallas**

Southwest Airlines Employees will enjoy a Hispanic Heritage Month celebration featuring a performance by Anita N. Martinez Ballet Folklorico. This event will honor the Company's dedication to diversity and inclusion as Employees celebrate the Hispanic Culture at Southwest's Headquarters.

**Oct. 2 | Mujeres Latinas en Accion Maria Mangual Latina Leadership Conference, Chicago**

Southwest Airlines brings together community members and professionals for a day-long program that strives to empower, enrich, and connect Latina leaders. Attendees will enjoy workshops, leadership training, networking, professional development, and the celebration of Latina accomplishments in the community.

**Nov. 14 | Mi Casa Resource Center Path to Prosperity Breakfast, Denver**

As the Official Airline of the Mi Casa Resource Center of Denver, Southwest proudly supports the Path to Prosperity Breakfast. The Path to Prosperity Breakfast is a celebration of Mi Casa's success in empowering their academic, professional, and entrepreneurial potential.

**2014**

**April 7 | Jose Limon Dance Company Limon Gala & Limon4Kids, New York**

Southwest Airlines is the Official Airline of the Jose Limon Dance Company and proudly supports the annual Limon Gala featuring a performance that perpetuates the Limon legacy. Southwest also supports the Limon4Kids initiative, an arts and education program introducing middle-school youth in largely Hispanic neighborhoods in New York City schools to modern dance and to modern dance pioneer, Jose Limon. The program focuses on the goals of dance-making, dance technique, dance literacy, and performing.

**June 6 | Hispanics Inspiring Students' Performance and Achievement (HISPA) Youth Conference, New Jersey**

As the Official Airline of HISPA, Southwest Airlines proudly supports the HISPA Youth Conference where more than 150 Hispanic middle school students come together to learn the importance of staying in school, excelling, and planning productive careers. The conference also features HISPA's mentorship program that pairs Hispanic professionals representing varying careers and executive positions with these rising star students.

Since Southwest's beginnings more than 42 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. [Learn more](#) about how Southwest gives back to the Hispanic community.

**ABOUT SOUTHWEST AIRLINES CO.**

In its 43<sup>rd</sup> year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 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 2012 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

SOURCE Southwest Airlines

**Contacts:** Southwest Airlines, 214-792-4847

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