

Hispanic Business Magazine Names Southwest Airlines To The 2012 Directory Of Best Companies For Diversity

Thursday, September 13, 2012 07:00:00 PM (GMT)

DALLAS, Sept. 13, 2012 /PRNewswire/ -- Southwest Airlines has been named one of the Best Companies for Diversity in 2012 by *Hispanic Business Magazine*, an annual list determined by more than 32 variables that measure the Company's commitment to Hispanic hiring, promotion, marketing, philanthropy, and supplier diversity. This is the fifth year the Carrier has been included in the list.

Top companies on this year's list went well beyond workforce diversity initiatives and implemented strategies to reach more Hispanic consumers and increase their procurements with minority- and Hispanic-owned suppliers. To see a complete list of honorees, visit:

http://www.hispanicbusiness.com/branded/2012/best_schools_best_companies/best_companies_directory_1.asp

"We are proud to be included on the *Hispanic Business Magazine's* list of best companies for Diversity," said Ellen Torbert, Southwest Airlines Vice President of Diversity and Inclusion. "At Southwest Airlines, there is a diverse workforce behind every call answered and every plane that arrives safely and on time."

Hispanic Business Media noted that Southwest Airlines made the list because it exemplified the inclusion of diversity measures in the workplace by meeting or exceeding the following criteria:

- Board and Leadership
- Recruitment
- Retention and Promotion
- Marketing and Community Outreach
- Supplier Diversity

For a more in-depth, comprehensive listing of the companies, visit www.hispanicbusiness.com during the month of September to receive a categorical breakdown of the *Hispanic Business Best Companies*.

ABOUT SOUTHWEST AIRLINES

In its 41st year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low-fare carriers by providing a *reliable product with exemplary Customer Service*. Including wholly owned subsidiary AirTran Airways, the Company now serves 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, six near-international countries, and employs more than 46,000 People.

Visit southwest.com/citizenship to read the Southwest Airlines One Report™ and see how Southwest is doing its part to be a good citizen while underscoring a commitment to the triple bottom line of Performance, People, and Planet.

Southwest Airlines

Southwest Airlines, one of the most honored airlines in the world, is the nation's largest carrier in terms of originating domestic passengers boarded. Southwest currently operates more than 3,400 flights a day and serves the communities around 74 airports in Southwest's network of domestic destinations. To book a flight, visit southwest.com.

AirTran Airways

AirTran Airways, a wholly owned subsidiary of Southwest Airlines Co., has been ranked the top airline in the Airline Quality Rating study three times in the past five years. AirTran offers coast-to-coast and near-international service with nearly 700 flights a day on North America's newest all-Boeing fleet. The airline's low-cost, high-quality product also includes assigned seating and Business Class. To book a flight, visit airtran.com.

ABOUT HISPANIC BUSINESS MEDIA

Now celebrating more than 30 years as an award-winning publishing and information services company, **Hispanic Business Media** is the nation's leading source of information for and about Hispanic professionals and entrepreneurs. **Hispanic Business Media** includes www.HispanicBusiness.com, www.HireDiversity.com, HispanTelligence®, the Diversity Partnership, and **Hispanic Business Events**,

including the Entrepreneur Awards Gala (EOY) and the Woman of the Year Awards Gala (WOY).

SOURCE Southwest Airlines

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

Countries: United States

Industries: Transportation, Trucking & Railroads, Airlines & Aviation, Travel & Tourism

Languages: English

Primary Identifiers: LUV-US

Related Identifiers: LUV-US

Subjects: Human Interest Groups