

February 1, 2007

For Immediate Release  
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**SOUTHWEST AIRLINES AND ASIAN AMERICANS FOR COMMUNITY  
INVOLVEMENT ANNOUNCE 2007 ESSAY CONTEST**

(San Jose, CA) – In celebration of the Vietnamese New Year, Southwest Airlines and Asian Americans for Community Involvement (AACI) invite students ages 8 to 17 to write a response to the question, **“What does love mean to you?”**

The winner will be announced on Valentine’s Day, February 14<sup>th</sup>, 2007, and the winning essay writer will be invited to ride in the Southwest Airlines car with a family member in the 10th Annual Vietnamese Spring Festival & Parade in downtown San Jose on Sunday, February 18th, 2007 at 11 am.

Students should write an essay of up to 250 words, typed or printed legibly. Entries must be e-mailed or delivered to AACI by 5 pm on Friday, February 9, 2007. Judging will be conducted on or about Wednesday, February 13, 2007.

For a contest entry form and contest rules, please visit <http://www.aaci.org/aaci-news.html> or email Sarah Yu at [sarah.yu@aaci.org](mailto:sarah.yu@aaci.org).

Southwest Airlines, known as the “LUV” airline, has been giving people the freedom to fly for more than 35 years. The largest airline in terms of passengers carried, Southwest Airlines has more than 3,100 flights per day to 63 cities coast to coast. Southwest Airlines is the airline with the heart because of its commitment to its Employees, Customers, and communities.

Asian Americans for Community Involvement (AACI), the contest’s promotional agency, is the largest community-based organization focused on the Asian American community in Santa Clara County. Focusing on the diverse Asian American community, AACI’s mission is to improve the health, mental health, and well-being of individuals and their families by providing an array of human services. AACI empowers the Asian American community by working collaboratively for equality and social justice.

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