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SOUTHWEST AIRLINES AND THE HISPANIC ASSOCIATION OF COLLEGES AND UNIVERSITIES OPEN TRAVEL PROGRAM FOR COLLEGE STUDENTS

LANZATE TAKES OFF!

DALLAS, TX – March 16, 2011 – [Southwest Airlines](#), in conjunction with the [Hispanic Association of Colleges and Universities \(HACU\)](#), today opened applications for “Lánzate,” an annual travel award program supporting education. Online applications will be accepted through April 29, 2011, at www.hacu.net. The program is geared toward college students with economic need who must travel away from home to pursue higher education.

A panel of judges comprised of college professors and education advocates from coast to coast will gather this summer to select winners from the pool of students who complete the online form. All of the participants must submit an essay describing their inspiration to pursue a college degree. Each student will be eligible for up to four tickets for use by the student and/or a parent traveling to/from the university. To view the criteria for the 2011 award program, please visit: <http://swamedia.com/documents/Criteria2011.pdf>

“As HACU celebrates its Silver Anniversary this year, we are appreciative of our continued partnership with Southwest Airlines that has helped so many college students stay connected with their families,” said HACU President and CEO Antonio R. Flores. “For the past seven years, the Lánzate travel program has made a difference in the lives of students by providing them a travel award incentive as they pursue their dream of a higher education.”

Nearly 2,000 students have submitted applications in the past six years, leading to the success of this educational program. “Southwest Airlines facilitates the Freedom of Flying to deserving students, who struggle to make their dreams of higher education come true. Staying connected to the family can make a big difference on that educational journey,” said Christine Ortega, Southwest Airlines Manager of Community Affairs and Grassroots. “This program reunites families when, for example, students might not get to go home during Christmas break. This program also helps celebrate their proudest moments, when a student moves into a dorm or graduates with a college degree.” To read more about the program, visit our corporate blog at: <http://www.blogsouthwest.com/blog/southwest-airlines-yeast-behind-take-offlanzate-travel-award>

HACU, which has its national headquarters in San Antonio, Texas, represents approximately 450 colleges and universities, including Hispanic-Serving Institutions (HSIs), which collectively serve more than two-thirds of all Hispanic higher education students in the United States and Puerto Rico. HACU's international membership includes leading higher education institutions in Latin America and Europe.

About Southwest Airlines

In its 40th year of service, Southwest Airlines continues to differentiate itself from other low-fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded; now serving 71 cities in 36 states and will begin serving Newark Liberty International Airport on March 27, 2011. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,400 flights a day and has nearly 35,000 Employees.