

Media Alert

SOUTHWEST AIRLINES LAUNCHES NEW NONSTOP FLIGHTS TO DALLAS (LOVE FIELD) FROM SILICON VALLEY'S AIRPORT!

WHO: San José Mayor Sam Liccardo
Southwest Airlines Employees
Southwest Airlines Customers
SJC Assistant Director of Aviation John Aitken

WHAT: Join [Southwest Airlines](#) and [Mineta San José International Airport](#) (SJC) officials to celebrate brand new nonstop flights to deep in the Heart of Texas! Starting April 8, Southwest begins daily nonstop flights to its home airport, Dallas (Love Field).

Local Employees will get Customers involved in the celebration with games and giveaways at the gate, Texas-themed treats, and much more! The new flights are part of an overall growth plan of Southwest's Love Field operations which will see more than 180 daily departures by the end of the year.

Remember that Southwest is the only airline in the United States where your Bags Fly Free® (first two checked bags, size and weight limits apply), and where you won't pay a change fee to change your flights.

WHY: More than 43 years ago, Southwest Airlines changed the airline industry when it took off on June 18, 1971. On that day, the Dallas, Texas-based airline revolutionized air travel by bringing Heart to the sky with its Customer-friendly policies that are still alive and well today. On Southwest Airlines, you'll feel the airline's LUV every time you step aboard one of the airline's Boeing 737s. In the 43 years since taking off, it's grown from serving three cities in Texas to more than 90 across the United States and international countries. In 2015, the airline will begin service to San José, Costa Rica; Puerto Vallarta; and Belize.

WHEN: **Wednesday, April 8, 2015**
Media check-in at 2:30 p.m.; program begins at 3:15 p.m. at Gate 23 (post-security)

WHERE: **Mineta San José International Airport
Terminal B – Gate 23**

Media must check in at the event registration table located next to security screening on the second level. *All media must have ID and comply with TSA security requirements.*

Parking for media satellite vehicles is at the departures curbside north of Terminal B. All other media vehicles under 7 feet may park in Daily Lot 5. Validation provided at registration.

Media please RSVP by 9:00 a.m. on April 8 to:
Rosemary Barnes – SJC: rbarnes@sjc.org or 408-392-1199

###