

Lace Up Your Skates, Denver--the Southwest Rink at Skyline Park is Open for Business!

Southwest Airlines Invites Mile High Outdoor Enthusiasts to Skyline Park for FREE Ice Skating this Winter

November 26, 2010

DENVER, Nov. 26, 2010 /PRNewswire via COMTEX/ --

Lace up your skates, Denver! the *Southwest Rink at Skyline Park* is ready for Denver residents and visitors to grace the ice. This outdoor ice rink, located next to the historic Daniels and Fisher Clocktower, creates the perfect winter wonderland for families to enjoy FREE ice skating in the heart of downtown Denver. After a grand opening, the Rink will be open on weekdays from noon to 10 p.m. and weekends from 9 a.m. to 10 p.m.

"In addition to providing affordable and family-friendly entertainment, the Southwest Rink at Skyline Park is the perfect complement to businesses in the area," said Tami Door, president of the Downtown Denver Partnership. "It will be a magnet for visitors to enjoy downtown and patron our local businesses."

"Southwest's partnership with the Downtown Denver Partnership has given us the opportunity to provide Denver residents with something they have been requesting for a long time," said Linda Rutherford, Southwest's Vice President of Communication and Strategic Outreach. "The Rink is a unique way for us to make a positive contribution in the Denver community, and we're excited to interact with our Customers where they work and live."

As part of the grand opening, Mile High skaters can expect a day full of activities in celebration of the official launch of the *Southwest Rink at Skyline Park*. Those visiting the Rink may receive a special Southwest branded fleece scarf, and throughout the day will have the chance to win free roundtrip tickets to any destination that Southwest Airlines serves. Skaters are encouraged to stick around for the Grand Illumination festivities and you'll have a front row seat to the lighting of the 22-foot tall holiday tree which is located at the north end of the rink.

The first skating rink in downtown Denver opened in 1957 in Zeckendorf Plaza at 16th and Court, and was a holiday tradition for the community for many years. Skyline Park's first ice rink was open in 2001 and 2002, but closed for the park's remodeling. The *Southwest Rink at Skyline Park* returns skating to downtown and is free to the public with the option to bring your own skates or rent a pair for just \$2. Refreshments will be available at the nearby *Southwest Porch at Skyline Park* as part of a special winter menu.

This summer, Southwest Airlines provided support for the Downtown Denver Partnership's free outdoor summer events in Skyline Park, including the Saturday evening movie series and the Friday afternoon concert series, as a way to support fun events for Denverites of all ages. Additionally, Southwest Airlines launched a fleet of "no fee" [pedicab](#) rides through the streets of Denver. Through the end of the year, the Southwest pedicabs can be spotted outside Denver's most popular events with a flag designating when riders can enjoy a free ride courtesy of Southwest Airlines.

Southwest Airlines began service to Denver on January 3, 2006, with 13 daily nonstop departures to three destinations. The airline currently operates 144 nonstop daily flights to 42 destinations from Denver. Southwest also is actively engaged in the community through sponsorships of the Downtown Denver Partnership, the Denver Nuggets, Red Rocks Amphitheater, Denver's Road Home, the Mile High Pedicab Company, and many more local organizations. To learn more about Southwest's dedication to Denver, visit: www.southwest.com/denver.

About Downtown Denver Partnership, Inc.

The Downtown Denver Partnership, Inc. is a non-profit business organization that creatively plans, manages and develops Downtown Denver as the unique, diverse, vibrant and economically healthy urban core of the Rocky Mountain region. For more information, visit www.downtowndenver.com.

About Southwest Airlines

After nearly 40 years of service, Southwest Airlines (NYSE: LUV) 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 69 cities in 35 states. Beginning March 13, 2011, Southwest will initiate service in Charleston and Greenville/Spartanburg, South Carolina, and on March 27, 2011, service will begin to Newark Liberty International Airport. 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 One Report.

Based in Dallas, Southwest currently operates more than 3,100 flights a day and has nearly 35,000 Employees systemwide.

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