

Southwest Airlines Celebrates Music, Food, & Wine With Customers Nationwide!

Airline Kicks Off 'Live In The Vineyard' Season with National Sweepstakes and Concert Series

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DALLAS, Sept. 5, 2013 /PRNewswire/ -- Southwest Airlines™ (NYSE: LUV) kicks off the next season of "Live In The Vineyard" by offering Customers nationwide the opportunity to enter for a chance to win a "Live In The Vineyard" all-access package. The package includes two roundtrip airline tickets to the Bay Area; two VIP passes to attend the festival in Napa Valley (Nov. 1 through Nov. 4, 2013); a three-night hotel stay at a luxury Napa hotel; and transportation to all events. The festival will include performances by some of today's top recording artists, including Gavin DeGraw, Five for Fighting, James Blunt, Lee DeWyze, Atlas Genius, American Authors, Andrew Ripp, and many more! Customers can enter the Southwest Airlines sweepstakes today through Oct. 4, 2013, by visiting www.southwest.com/liveinthevineyard.

Leading up to the November festival, Southwest launches the official "Live In The Vineyard"-decaled Boeing 737 aircraft into its system. The decaled jet is used as an in-air concert venue to host live performances at 35,000 feet in the air, also known as *Live at 35®*. Southwest and "Live In The Vineyard" recently hosted this season's inaugural *Live at 35® with multi-platinum selling artist Gavin DeGraw*. DeGraw surprised 143 unsuspecting Customers with a performance they won't soon forget, as he signed autographs, posed for photos, and sang his brand new single, "Best I Ever Had," from his forthcoming album due out in October on RCA.

This season, Southwest and "Live In The Vineyard" will surprise Customers with five *Live at 35®* concerts—the specific flights remain a mystery.

"We continually look for ways to create memorable experiences for our Customers," said Linda Rutherford, Southwest Airlines Vice President Communication and Outreach. "Our partnership with 'Live In The Vineyard' allows us to connect with our Customers through our shared passion for music, food, and wine."

"Live In The Vineyard" is fast becoming a well-known and sought-after "once in a lifetime" event, and this November will be no exception with a series of intimate performances from some of today's top artists; exquisite food tastings by renowned and celebrated chefs, including Michael Chiarello and Joey Altman; and pourings by some of the most revered vintners. Southwest provides "Live In The Vineyard" national contest winners with roundtrip airfare to and from the Bay Area for the event, which runs Nov. 1 through Nov. 4, 2013. In addition to the Southwest sweepstakes, Customers can also enter for a chance to win general admission tickets to the event at www.liveinthevineyard.com

"'Live In The Vineyard' is thrilled to expand on our incredible partnership with Southwest Airlines, creating more innovative ways to bring music, food, and wine to their Customers," said "Live In The Vineyard" Cofounders Bobbii Jacobs and Claire Parr. "Southwest's Culture, Customer Service, and commitment to excellence are what make our partnership a perfect fit. We love the spontaneous ideas that we create to integrate our partner artists, chefs, and winemakers."

View [Southwest Airlines' full media package](#) as the Official Airline of "Live In The Vineyard."

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate more than 3,200 flights a day and serve communities around 86 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at

AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with nearly 500 flights a day to 47 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at airtran.com and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

ABOUT LIVE IN THE VINEYARD

"Live In The Vineyard" was created five years ago by Bobbii Jacobs and Claire Parr, who together share over 40 years of experience in the music industry. LITV is a private music festival that takes place amidst the lush scenery of boutique wineries in California's Legendary Napa Valley, every April and November. The festival, available to sweepstakes winners and special invited guests, marries peoples' access to recording artists, top tier wine makers, and world-renowned chefs during a "once-in-a-lifetime" three-day event. To date, LITV has included performances by some of the biggest names in music including Fun., New Kids on the Block, Alanis Morissette, Sarah McLachlan, Lenny Kravitz, Zac Brown Band, Natasha Bedingfield, David Gray, Train, Jason Mraz, Adam Lambert, Plain White T's, Goo Goo Dolls, Richard Marx, and Tegan and Sara, among others. For more information on "Live In The Vineyard," please visit www.liveinthevineyard.com.

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