

# Give Together: Southwest Airlines Launches New Group Gifting Option

**New Feature Allows Multiple Customers to Contribute to One southwestgiftcard® For Family & Friends**

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DALLAS, Dec. 18, 2013 /PRNewswire/ -- Southwest Airlines is making holiday shopping easier today with the launch of a new **southwestgiftcard** buying option. Only available through [Southwest Airlines' Facebook Fan Page](#), people may now invite others to contribute to one **southwestgiftcard** for friends and family.

The group gifting option can be found on Facebook.com/Southwest under the group gifting tab. Customers can personalize the **southwestgiftcard** using any of the template designs on Southwest's Fan Page. **Southwestgiftcard** can be purchased for as little as \$25 and up to \$1,000. Each person who contributes money to the gift can add their own message and can pay separately using a credit card or a PayPal account. People can contribute to the gift card once the original purchaser has added funds to the gift card and as long as the delivery date is set sometime in the future. Once the **southwestgiftcard** is delivered via e-mail and shared via social channels, the recipient can send a thank you to everyone who made a contribution.

**Southwestgiftcards** are perfect for holidays, birthdays, weddings, and more. They can be redeemed online at **southwest.com**, over the phone at 1-800 I FLY SWA, or at any Southwest Airlines ticket counter.

To get started with your group gifting option, visit [Facebook.com/Southwest](#).

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 43<sup>rd</sup> 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 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five 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](#).

[www.southwest.com](#)

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