

Ukuleles Take Flight with Southwest and Guitar Center

At Southwest Airlines, we provide our legendary Hospitality throughout our Customers' journeys. One way to show this is through Surprise and Delight events, in which we treat our Customers to something unique along the way. Recently, we partnered with Guitar Center to surprise Customers onboard a flight from Long Beach, Calif. to Honolulu (Oahu) with a Mitchell MU40 Soprano ukulele and a Road Runner gig bag for everyone onboard, along with lessons from Guitar Center lessons instructors while inflight.





As Customers waited in the gate area for boarding to begin, they enjoyed ukulele music from Southwest Employees in Long Beach. Southwest Employees gave each Customer a Kukui nut lei as they walked out to the aircraft. Once they boarded the aircraft, each Customer had a ukulele waiting for them in their seat.

After the flight departed and our Flight Attendants completed inflight service, Guitar Center lessons instructors made an announcement and began teaching everyone how to play “Hello, Aloha. How are you?” Everyone onboard was surprised at how quickly and easily they learned how to play the song!



For a final surprise onboard, musician and influencer, Aryyzona performed her original song, “Halves of a Whole,” on her ukulele for the Passengers onboard.

Surprise and Delight events are core to Southwest and are one of the ways that we create memorable experiences for our Customers. This fun flight was a celebration of Hawaiian culture and Southwest Hospitality that the Passengers onboard are sure to remember!





To continue the celebration, Southwest is hosting the Ukuleles Take Flight sweepstakes. Visit Southwest.fm/ukuleleflight to enter for a chance to win round trip air travel on Southwest and two Mitchel MU40 Soprano ukuleles*.



*NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal residents of 50 United States and the District of

Columbia (excluding Alaska and Rhode Island) age 21 or older at time of entry. Void where prohibited. Limit one entry per person. All fields must be completed. Approximate retail value of prize: \$960. For complete details and how to enter, see <https://southwest.fm/ukuleleflight>. By submitting this entry, you agree to the Official Rules. By entering, information collected will be used in accordance with Sponsor's Privacy Policy. Sponsor: Southwest Airlines Co., 2702 Love Field Drive, Dallas, TX 75235. Enter by Sept. 30, 2022, at 11:59 p.m. Central Time.