

# Southwest Celebrates Its Birthday Week With 40% Off Base Fares & Week-Long Sweepstakes

Southwest Airlines is celebrating our 52nd birthday with Wanna Get Away Day and by offering a variety of deals, including daily sweepstakes leading up to our official birthday on June 18. Yesterday, we kicked off the sweepstakes, offering our Customers the opportunity to win prizes including round trip air travel for two, Rapid Rewards® bonus points, and our highly-coveted promotional Companion Pass® (only on June 18) by visiting [WannaGetAwayDay.com](https://WannaGetAwayDay.com).<sup>1</sup> Additionally, Customers can score big starting today, June 13 through June 15, with 40% off base fares, with more surprises happening throughout the week! Visit [Southwest.com](https://Southwest.com)® to book and learn more about our daily deals.

## Wanna Get Away Day

To celebrate our 50th Anniversary of our first commercial flight, Southwest declared June 18 as [Wanna Get Away Day](#) and registered the day with the National Day Calendar. In 1996, Southwest coined the phrase "Wanna Get Away®" to highlight the Company's expansion and create humorous moments to share with Customers and Employees, becoming an iconic and recognized expression for our brand that is now celebrated every year.

## Wanna Get Away Day Sweepstakes

Beginning on Monday, June 12, Customers have daily opportunities to enter for a chance to win prizes, including round trip air travel for two and Rapid Rewards bonus points. Visit [WannaGetAwayDay.com](https://WannaGetAwayDay.com) through Sunday, June 18, 2023, at 11:58:59 p.m. Central Time to enter.<sup>1</sup> Participants must be a Rapid Rewards Member. Customers can create an account to become a Rapid Rewards Member at [Southwest.com](https://Southwest.com).

JUNE 12-18

**Enter daily for  
your chance to win****Millions of Rapid  
Rewards® bonus points  
are up for grabs!**

**NO PURCHASE NECESSARY TO ENTER OR WIN.** A PURCHASE WILL NOT INCREASE YOUR CHANCE TO WIN. Open to legal residents of 50 United States and the District of Columbia (excluding Alaska, Florida, New York, and Puerto Rico) 18 years of age or older at time of entry. Void where prohibited. Limit one entry per person. All fields must be completed. Total value of all prizes: \$249,763.90. For complete details and how to enter, see [WannaGetAwayDay.com](http://WannaGetAwayDay.com). By entering, you agree to the Official Rules. By entering, information collected will be used in accordance with Southwest Airlines Co., 2702 Love Field Drive, Dallas, TX 75235. Enter by June 18, 2023 11:58:59 p.m. PT. Southwest Rapid Rewards® travel, points and Companion Pass® bookings do not include taxes and fees of at least \$5.60 per person.

## Major Sale: 40% Off Base Fares

Additionally, we launched one of our largest sales of the year for our birthday celebration and Wanna Get Away Day. Starting today, June 13, through June 15, 2023, 11:59 p.m. Pacific Time, Customers can take advantage of the birthday sale, saving 40% off base fares for their next adventure for travel Aug. 15 through Dec. 14, 2023.<sup>2</sup> Members can use 40OFF in the promo code box when booking to receive the discount. Restrictions, exclusions, and blackout dates apply. Seats and days are limited. The discount is applied before government taxes and fees. Visit [Southwest.com](http://Southwest.com) to book and view full terms and conditions.<sup>2</sup>

A promotional graphic for Southwest Airlines' 40th birthday sale. The background is a deep maroon. On the left, there's a white gift box with a red bow, sitting on a white cloud. Below it, more white clouds are visible. The text "LIMITED FLIGHTS – FALL" is in white, uppercase letters. Below that, "Big birthday sale" is written in large, bold, yellow letters. To the right of this, the number "40" is displayed in very large, white, sans-serif font. Below the "40", the text "Book June 13-15 with" is partially visible in white. At the bottom, a line of small white text provides details about the promo code and restrictions.

LIMITED FLIGHTS – FALL

**Big birthday sale**

**40**

Book June 13-15 with

\*Use promo code **40OFF** by 6/15/23 for travel on select flights between 8  
Restr., excl., & blackouts apply. Seats/days lmted. Discount applied before gov

### Continuing the Celebration

Customers can also purchase an "Enjoying the View from 52" T-shirt (\$30) and tank top (\$25) while supplies last from [Southwest The Store](#). Additionally, on Sunday, June 18, Customers 21 years of age and older can celebrate Southwest's birthday with one free premium drink onboard (one drink per Customer and must be 21 or older to consume alcoholic beverages).



## <sup>1</sup>Sweepstakes Rules

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, Florida, New York, and Rhode Island) age 19 or older at time of entry. Void where prohibited. Limit one entry per person. All fields must be completed. Approximate retail value of all prizes: \$249,763.90. For complete details and Official Rules, visit [WannaGetAwayDay.com](http://WannaGetAwayDay.com). By submitting this entry, you agree to the Official Rules. By entering, information collected will be used in accordance with Sponsor's Privacy Policy at [Southwest.com/privacy](http://Southwest.com/privacy). Sponsor: Southwest Airlines Co., 2702 Love Field Drive, Dallas, TX 75235. Enter by June 18, 2023, 11:58:59 p.m. Central Time. International air travel, points, and Companion Pass bookings do not include taxes and fees of at least \$5.60 per one-way flight.

## <sup>2</sup>Sale Terms & Conditions

The 40% promotion code savings is valid for one-way or round trip Wanna Get Away<sup>®</sup> and Wanna Get Away Plus<sup>®</sup> fares booked on [Southwest.com](http://Southwest.com) from June 13 through June 15, 2023, 11:59 p.m. Pacific Time (the "Booking Period") and flown between Aug. 15 through Dec. 14, 2023, ("Travel Period"). Travel is blacked out from Nov. 16 through Nov. 27, 2023. The Promotion code savings are applied before government taxes and fees. Enter promotion code 40OFF in the Promo Code

box when booking during the Booking Period. Seats and days are limited. If a Customer enters the promotion code 40OFF in the Promo Code box on Southwest.com or swabiz.com during the Booking Period, then while selecting your flights, savings in the base fare will be visible as a strike-through of the original fare on eligible flights. Discount availability may vary by destination, flight, and day of week, and won't be available on some flights that operate during very busy travel times and holiday periods. Please note that the Department of Transportation (DOT) requires advertised fares to include all government taxes and fees; however, this promotion applies to the base fare only.

The discount is valid on new reservations only. The discount will apply only for select flights booked within the Booking Period while supplies last for travel flown within the Travel Period. Changes made to the itinerary after purchase will eliminate qualifications for this promotion and will result in the forfeiture of any promotion code savings. The discount is only valid with the provided promotion code and is not combinable with other promotion codes or fares. All reward travel is subject to taxes, fees, and other government or airport-imposed charges of at least \$5.60 per one-way trip. Applicable taxes, fees, and other government or airport-imposed charges can vary significantly based on your arrival and departure destination. The payment of any taxes, fees, and other government or airport-imposed charges is the responsibility of the Passenger and must be paid at the time reward travel is booked with a credit card, flight credit, Southwest gift card, or Southwest LUV Vouchers<sup>®</sup>. Fares are subject to change until ticketed. Offer applies only to published, scheduled service.

The offer is not redeemable for cash, and may not be used in conjunction with other special offers, or toward the purchase of a gift card or previously booked flight, or change to a previously booked flight. The discount is only valid on Southwest.com and swabiz.com. The discount is not valid on group travel or Southwest Vacations<sup>®</sup>, Southwest Partner Services API or through Global Distribution Systems, or special fares, such as military and government fares.