

Southwest Airlines Declares June 18 As Wanna Get Away Day To Honor 50th Anniversary Of First Flight



Southwest Airlines is celebrating its 50th Anniversary this year, with June 18 marking 50 years since Southwest's first commercial flight. To celebrate, we have declared June 18 as Wanna Get Away Day and have registered the day with the National Day Calendar.

In 1996, Southwest coined the phrase "Wanna Get Away®" to highlight the Company's expansion, as well as creating humorous moments relevant to our Customers within our marketing. As Wanna Get Away has become an iconic and recognized expression for our brand, Southwest took it a step further to celebrate our 50th Anniversary and thank our Customers by announcing this new annual day. Beginning today, Customers have the chance to engage with Southwest throughout the month of June, with our biggest surprises occurring on our anniversary and newly-branded day.



No one knows how to throw a party like Southwest Airlines. Southwest Employees will celebrate this milestone, and Customers will be able to participate in the fun. In celebration of Southwest's 50th Anniversary, we are giving Customers the chance to win more than 50 million Rapid Rewards® bonus points from June 1, 2021, through June 18, 2021.* Customers will have daily opportunities to win Rapid Rewards bonus points, with Southwest gift cards, and Companion Passes also up for grabs on June 18. Visit Southwest50.com/WannaGetAway to view full terms and conditions and to enter for a chance to win.

Turn “Wanna Get Away” into “Gonna Get Away”

As travel demand returns, this celebration is an opportunity to encourage our Customers to reconnect with the People and places they love, and turn those travel dreams into a reality. Southwest's Purpose is to connect People to what's important in their lives, and the carrier is excited to celebrate this national day with our Customers, and most importantly turn their “wannas” into “gonnas.”

Continuing the Celebration

Southwest is celebrating all month long with our Employees and Customers. Starting today, Southwest will have pop-up photo opportunities in 24 airport gate areas across the nation and Heart Carts full of swag and fun giveaways in more than 40 of our locations. And who can forget Southwest's famous gate games featuring our amazing Employees? The fun doesn't stop at the gate—Southwest's Inflight Crews will be surprising and delighting Customers with additional swag on June 18.

Speaking of swag, take a trip down memory lane with Southwest's 50th Anniversary collection including our retro merchandise, throughout 2021 at [Southwest: The Store](#). The carrier is celebrating its golden year with a Retro Hostess Build-A-Bear now available for sale exclusively at [Southwest: The Store](#). The official Build-A-Bear furry friend commemorates the original Southwest Airlines' Hostesses, now called Flight Attendants, in an iconic orange, white, and red outfit, reminiscent of the Hot Pants uniform of the early days. Other new featured merchandise available the week of Southwest's 50th Anniversary (beginning June 14) include a silk 70s Retro Hostess Scarf (to match the Retro Hostess Build-A-Bear, of course), Southwest Birthday T-shirts, Southwest 50th Anniversary pin, and much more!

Stay tuned to [Southwest.com](#) for more details about the surprises to come. To learn more about Southwest's 50th Anniversary and five-decade-long history of friendly, reliable, and low-cost air travel, visit [Southwest50.com](#).

*SOUTHWEST AIRLINES SWEEPSTAKES TERMS

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) age 18 or older at time of entry. Void where prohibited. Limit one entry per person. All fields must be completed. For complete details and Official Rules, visit

Southwest50.com/wannagetaway. By submitting this entry, you agree to the Official Rules. By entering, information collected will be used in accordance with the Sponsor's Privacy Policy at Southwest.com/privacy. Sponsor: 2702 Love Field Drive HDQ 5MC, Dallas, TX 75235. Enter by June 18, 2021, 11:58:59 pm Pacific Daylight Time. Points and Companion Pass® bookings do not include taxes and fees of at least \$5.60 per one-way flight.