

#GoBeKind: A Conversation between Two Kindness Champions Who Make an Impact, One Person at a Time

The Kindness Diaries, now streaming its second season on Netflix, follows eternal optimist and passionate adventurer, Leon Logothetis, as he spreads his mission of kindness to unsuspecting strangers along his journey. The series showcases the travels of Leon as he embarks on a journey with no money, no food, no gas, and no place to stay. Each day he puts his trust and his fate in the hands of strangers in order to reaffirm his belief that despite what we see in the news, humans are ultimately kind. For the generosity he receives throughout his journey, he rewards Good Samaritans with life-changing gifts, featured in each episode.

In season two, Leon continued his heartfelt mission to inspire, traveling from Anchorage, Alaska, to Ushuaia, Argentina, in a vintage VW Bug, relying solely on the kindness of strangers, whom he will pay back in unexpected and inspiring ways throughout the series. Given the opportunity to extend our own kindness, Southwest played a vital role in Leon's journey, offering to fly him from San Diego, CA, to San Jose, Costa Rica, via Houston, Texas. Leon experienced the Hospitality of our Employees firsthand as he extended his kindness mission across the country and into Central and South America.



A Partnership with Southwest

Known as the airline with Heart, Southwest is a perfect partner to join this mission with Leon to further our Purpose of connecting Customers to what matters most in their lives. Anchored by embracing Civility and practicing The Golden Rule, this mission with The Kindness Diaries aligns to what has been at the foundation of Southwest in its more than 47 years of service.

“Southwest has had one guiding principle for our People from day one, which is to follow The Golden Rule,” said Gary Kelly, Southwest Airlines Chairman and CEO. “We’ve found a kindred spirit in Leon, who is truly an inspiring humanitarian. We share Leon’s passion to make the world smaller and bring people together by spreading kindness and Civility, and making meaningful connections with our fellow neighbors—near and far. Our People strive to make a difference in our Customers’ lives each and every day.”

"I am beyond proud to partner with Southwest Airlines, a Company that truly leads with Heart," said Leon Logothetis. "I am excited to share the power of kindness while inspiring people to go be kind."



A Conversation of Kindness

The following is a note from Leon Logothetis:

I recently traveled to Dallas, Texas, one of my previous hometowns, to visit my good friends from Southwest Airlines. I sat down for a conversation with Gary Kelly, Southwest Airlines CEO to talk about the meaning of kindness and how humans truly are innately kind. Together, with Southwest, we're on a mission to spread kindness even further as we celebrate the launch of season two of The Kindness Diaries!

I hope you enjoy a look in on our conversation and encourage you to #GoBeKind.

We're bringing The Kindness Diaries to life in a variety of ways. With the launch of The Kindness Diaries season two on Netflix, Customers onboard Southwest can enjoy the entire first season of the series on our Inflight Entertainment Portal on WiFi-enabled flights. Our exclusive The Kindness Diaries TV Series Channel allows Customers to immerse themselves in Leon's adventures from season one, watch exclusive behind-the-scenes content from season two, and get a look at how Southwest supports Leon on his next big adventure.

We encourage you, as you encounter and deliver acts of kindness, whether in the air or on the ground, to share those stories on social media using #GoBeKind, continuing the shared mission of Leon and Southwest.