

Southwest Airlines Announces The Birthday Party Project As The Official Community Partner In Celebration Of The Airline's 50th Anniversary Year

[Southwest Airlines Co.](#) (NYSE: LUV) announces today The Birthday Party Project as the official community partner of the airline's 50th Anniversary year. The Birthday Party Project is a Dallas-based organization that partners with more than 60 agencies across the country to bring joy through the magic of a birthday party to children experiencing homelessness. Southwest will support The Birthday Party Project through corporate initiatives and provide Customers and Employees opportunities to engage via donations, celebrations, and volunteer projects.

Those who would like to contribute to The Birthday Party Project can [donate](#) on their website, or [shop their Amazon wish list](#). Beginning today, Southwest is launching an internal campaign in which Employees can send a virtual birthday card to a child. Each birthday card that is sent will count as an Act of Kindness towards Southwest's goal of one million [Acts of Kindness](#) by year-end.

Later this year, Southwest will share other ways that Customers and Employees can support The Birthday Party Project and achieve the goal of one million Acts of Kindness.

"This year marks our 50th Anniversary, and in this momentous year, we are thrilled to partner with The Birthday Party Project to support their work of encouraging children to dream big and know that they matter," said [Laurie Barnett](#), Managing Director of Communications and Outreach at Southwest Airlines. "At Southwest, we believe community is more than a place—it's at the Heart of what brings us together. We can't think of a better way to celebrate our birthday than by sharing the gift of birthday magic with others. Through this partnership, we will help children feel loved, one birthday celebration at a time."

Southwest also is donating \$50,000 to The Birthday Party Project from the Southwest Airlines Foundation, a corporate-advised fund within the Silicon Valley Community Foundation. The Birthday Party Project will use the donation to expand its reach by supporting their growth to new markets and partnerships with new agencies.

"Southwest's commitment to their People and community is unparalleled—and we are honored to partner with Southwest to celebrate their milestone anniversary," said Paige Chenault, The Birthday Party Project's Chief Birthday Enthusiast. "At The Birthday Party Project, our mission is to bring joy to children experiencing homelessness, and through this partnership Southwest will help us celebrate thousands of children, certainly doubling our efforts looking into 2021. It is a privilege to be the official community partner of Southwest Airlines' 50th Anniversary and we look forward to spreading joy throughout the year!"

The Birthday Party Project joins the more than 450 community partners that Southwest invests in annually. Southwest will share additional opportunities to engage with and support The Birthday Party Project in the coming months on [Southwest Airlines Community](#). To learn more about The Birthday Party Project, visit [The Birthday Party Project's website](#).

For more information about Southwest's 50th Anniversary, visit [Southwest50.com](#).

ABOUT SOUTHWEST AIRLINES CO.

In its 50th year of service, Dallas-based [Southwest Airlines Co.](#) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 56,000 Employees to a Customer base that topped 130 million Passengers in 2019. Southwest has a robust network of point-to-point service with a strong presence across top leisure and business markets. In peak travel seasons during 2019, Southwest operated more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries. In 2020, the carrier added service to Hilo, Hawaii; Cozumel, Mexico; Miami; Palm Springs, Calif.; Steamboat Springs; and Montrose (Telluride), Colo. Thus far in 2021, Southwest began service to both Chicago (O'Hare) and Sarasota/Bradenton on Feb. 14, and will begin service to both Savannah/Hilton Head and Colorado Springs on March 11; both Houston (Bush) and Santa Barbara, Calif. on April 12; Fresno, Calif. on April 25; and Jackson, Miss. on June 6.

The carrier issued its [Southwest[®] Promise](#) in May 2020 to highlight new and round-the-clock efforts to support its Customers and Employees well-being and comfort. Among the changes are enhanced cleaning efforts at airports and onboard aircraft, along with a federal mandate requiring every person to wear a mask at all times throughout each flight. Additional details about the Southwest Promise are available at [Southwest.com/Promise](#).

Southwest coined [Transfparency[®]](#) to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying low. Southwest is the only major U.S. airline to

offer bags fly free[®] to everyone (first and second checked pieces of luggage, size and weight limits apply, some carriers offer free checked bags on select routes or in qualified circumstances). Southwest does not charge change fees, though fare differences might apply.

Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. Learn more about how the carrier gives back to communities across the world by visiting [Southwest.com/citizenship](https://www.southwest.com/citizenship).

Book Southwest Airlines' low fares online at [Southwest.com](https://www.southwest.com) or by phone at 800-I-FLY-SWA.

SOURCE Southwest Airlines Co.

ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](https://www.southwest.com) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline(fn. 1). By empowering its more than 73,000(fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting [Southwest.com/citizenship](https://www.southwest.com/citizenship).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

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