

Southwest Airlines Hits Homerun as the Official Airline of the Colorado Rockies

DALLAS – Southwest Airlines Co. (NYSE: LUV) announced today it is joining the starting lineup as the Official Airline of the Colorado Rockies and bringing its famous Southwest® Hospitality to the baseball diamond in the Heart of downtown Denver.



Caption: Colorado Rockies mascot, Dinger, welcomes Southwest Airlines to the team's lineup. Source: Colorado Rockies

“Through our partnership with the Rockies, we’re able to bring our Mile High Heart to more places and more people throughout the Denver community with the Southwest brand that’s near and dear to so many throughout the state,” said [Bill Tierney](#), Vice President of Marketing at Southwest Airlines. “We also are celebrating our all-star Team of more than 5,000 People throughout the state

who step up to the plate and hit home runs daily by showcasing their Heart and Hospitality while connecting Coloradans to the people and places that are important in their lives.”

“Tying the Colorado Rockies brand to a top-tier industry leader in Southwest Airlines is the type of partnership we strive for,” Rockies Vice President of Corporate Partnerships Walker Monfort said. “We look forward to delivering value for Southwest, along with our fans, for years to come through this exciting new partnership.”

For high-res quality images of Dinger visiting Southwest Airlines at the Denver International Airport, visit the Southwest Airlines Newsroom at swamedia.com.

ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](http://Southwest Airlines Co) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 11 countries. Celebrating its 50th Anniversary in 2021, 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 airline¹. Based in Dallas and famous for an Employee-first corporate Culture, Southwest maintains an unprecedented record of no involuntary furloughs or layoffs in its history. By empowering its more than 55,000² People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among as many as 130 million Customers carried a year. That formula for success brought industry-leading prosperity and 47 consecutive years³ of profitability for Southwest Shareholders (NYSE: LUV). Southwest continues to develop tangible steps toward an environmental sustainability goal of achieving carbon neutrality by 2050, including offering an opportunity for Customers to contribute toward helping Southwest offset its carbon emissions. For more information, please visit Southwest.com/wannaoffsetcarbon. Learn more at Southwest.com/citizenship about how Southwest Airlines leverages a unique legacy and mission to serve communities around the world.

1) U.S. Dept. of Transportation most recent reporting of domestic originating passengers boarded

2) fulltime-equivalent active Employees

3) 1973-2019 annual profitability

Media Contacts:

Visit the Southwest Newsroom at swamedia.com for multimedia assets and other Company news.

Media Relations Team: 214-792-4847, option 1

*Based on latest U.S. DOT O&D Survey Data

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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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