

# Southwest Airlines Joins Forces With TV Series The Kindness Diaries To Spread Message Of Civility

## [More Multimedia](#)

[Southwest Airlines Co.](#) (NYSE: LUV) unveils a partnership with The Kindness Diaries aligning the two brands' shared mission and message of kindness. The partnership invites Customers to join in the mission with a kindness-based sweepstakes; enjoy custom and exclusive content onboard their flight; and share heartfelt moments between our Customers and Employees.

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.

Known as the airline with Heart, Southwest is a perfect partner to join this mission with Leon to further the airline's 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."

With the introduction of The Kindness Diaries season two, Customers can catch up and enjoy the entire first season by visiting the airline's Inflight Entertainment Portal via the Southwest mobile app on their personal device, or access with a laptop via [Southwestwifi.com](http://Southwestwifi.com) on WiFi-enabled flights. Featured as an exclusive TV Series Channel, The Kindness Diaries allows Customers to immerse themselves in Leon's adventures from season one and watch exclusive behind-the-scenes content from season two.

In season two, Leon continues 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 plays a vital role in Leon's journey, offering to fly him from San Diego, CA, to San Jose, Costa Rica, via Houston. Leon experiences the Hospitality of our Employees first-hand as he extends his kindness mission across the country and into Central and South America.

Southwest and Leon invite Customers to spread kindness along their own journey. The airline is hosting a kindness-based sweepstakes, in which a winner will receive roundtrip air travel for themselves and a guest on Southwest, plus the winner will be able to designate a 501(c)(3) charity of their choice who will receive roundtrip air travel. Visit [Southwest.com/thekindnessdiaries](http://Southwest.com/thekindnessdiaries) to enter by tonight, February 28, for a chance to win\* and to see full rules. As Customers encounter acts of kindness, whether in the air or on the ground, they can share their stories on social media using #gobekind, continuing the shared mission of Leon and Southwest.

\*NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. Open to legal residents of 48 contiguous United States and the District of Columbia age 19 or older at time of entry. Sweepstakes ends Feb. 28, 2019. Approximate retail value of prize: \$1,600. For Official Rules, prize descriptions, and odds disclosure, visit [Southwest.com/thekindnessdiaries](http://Southwest.com/thekindnessdiaries). 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. International air travel does not include taxes and fees of at least \$5.60 per one-way flight.

About Southwest Airlines Co.

In its 48th year of service, Dallas-based [Southwest Airlines Co.](http://Southwest Airlines Co.) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 58,000 Employees to a Customer base topping 120 million passengers annually. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers

boarded. In peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 99 destinations in the United States and 10 additional countries. Southwest has announced its intention to serve Hawaii, subject to requisite governmental approvals.

Southwest coined [Transfarency](#)<sup>®</sup> 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<sup>®</sup> 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), and there are no change fees, though fare differences might apply.

Book Southwest Airlines' low fares online at [Southwest Airlines](#) or by phone at 800-I-FLY-SWA.

SOURCE Southwest Airlines Co.

#### ABOUT SOUTHWEST AIRLINES CO.

[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 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<sup>1</sup>. By empowering its more than 72,000<sup>2</sup> 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](#).

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

Media Contacts:

Visit the Southwest Newsroom [atswamedia.com](#) for multimedia assets and other Company news.

###