



THE TRINITY TRUST
RECLAIMING OUR RIVER

**For immediate release
May 28, 2014**

Media contact: Juliette Coulter, 214.394.5532, juliette@coultergroup.com

STUDENT CONSERVATION ASSOCIATION AND SOUTHWEST AIRLINES UNITING DALLAS COPORATIONS ALONG THE TRINITY RIVER

Corporate volunteers rally around the Trinity River Corridor

WHO:

Southwest Airlines

-Ginger Hardage, Senior Vice President Culture and Communication

-Linda Rutherford, Vice President Communication and Strategic Outreach

The Trinity Trust

-President and CEO Dr. Gail Thomas

-Board Members

City of Dallas

-Sarah Standifer, Assistant Direction, Trinity Watershed Management

WHAT:

Southwest Airlines, through The Trinity Trust Foundation and in partnership with the City of Dallas began the Trinity River Conservation Corps in 2013. This year, they focus on adding the second phase of the program by striving to build a base of volunteers through interested corporations. These volunteers will be managed through The Trinity Trust giving them an opportunity to learn more about all the Trinity events and projects. On June 4, the volunteers will clean and plant native species along the new Trinity Skyline Trail.

“Uniting for Dallas” through the Trinity River Conservation Corps brings together the power of Southwest Airlines’ corporate network and their volunteers, and the expertise of the Student Conservation Corps to help manage the Corporate Service Day. This event gives Dallas corporate citizens the opportunity to learn about the largest public works program in our City’s history. Corporations are invited to send individuals or designate a team captain and bring groups to get their hands dirty for the “Love of the Trinity”.

WEATHER PLAN: The event will take place outdoors in the corridor. Should it rain, the event will forward. In the event of heavy rain the day of the event, it will be rescheduled



for a later date.

WHEN:

Wednesday, June 4, 2014

8:30 a.m. – Media check-in for b-roll, stills, etc.

9:00 a.m. – Remarks

WHERE:

Trinity River Corridor

Santa Fe Trestle Trail/Trinity Skyline Trail

580 Santa Fe Avenue

Dallas, TX 75203

DIRECTIONS:

-Take the Corinth Bridge south from downtown Dallas.

-At the light, turn left on E. 8th Street.

-Location will be on the left directly across from the 8th and Corinth DART station.

-Go into the DART overflow parking lot to U-turn and turn onto Santa Fe Avenue

-Parking is at the circle drive in the Dallas Floodway, along the gravel drive and at the DART overflow lot at 1837 E. 8th Street, Dallas TX 75203.

Note: *Enter the zip code when using GPS or mapping system.*

About Southwest Airlines

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded and operates the largest fleet of Boeing aircraft in the world to serve 96 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries via wholly owned subsidiary, AirTran Airways. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

About the Student Conservation Association

The Student Conservation Association is the only national organization that develops tomorrow's conservation leaders by providing high school and college students with service opportunities in all 50 states, from urban communities to national parks and forests. More than 4,000 SCA members annually render over two million hours of service to America's public lands.



Since 1957, SCA has helped to develop new generations of conservation leaders, inspire lifelong stewardship, and save the planet. SCA is headquartered in Washington, DC and maintains offices in Anchorage, AK, Boise, ID, Chicago, IL, Charlestown, NH, Houston, TX, Oakland, CA, Pittsburgh, PA, and Seattle, WA. For more information, visit <http://www.thesca.org>.

###