

Southwest Airlines chalks out programmes to celebrate 51st birthday

- A Monitor Desk Report

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Southwest Airlines is celebrating its 51st birthday and national holiday, Wanna Get Away Day, with Customers this week by offering a daily sweepstakes counting down the days until its official birthday on June 18. Starting today, Customers have daily opportunities to win prizes like round trip travel for two, Rapid Rewards[®] bonus points, and the highly coveted promotional Companion Pass[™] (only on June 18) by visiting [WannaGetAwayDay.com](https://www.southwest.com/wanna-get-away)¹.

Wanna Get Away Day

Last year, in celebration of the 50th Anniversary of its first commercial flight, Southwest declared June 18 as Wanna Get Away Day and registered the day with the National Day Calendar. In 1996, Southwest coined the phrase “Wanna Get Away[™]” to highlight the Company’s expansion and create humorous moments relevant to its Customers within its marketing. As Wanna Get Away has become an iconic and recognized expression for the brand, Southwest took it a step further to celebrate its 50th Anniversary in 2021 by announcing this new annual day.

“Wanna Get Away Day is about celebrating our colorful, 51-year history of connecting People to what’s important in their lives,” said Bill Tierney, Southwest Airlines Vice President of Marketing & Digital Experience. “We are thrilled to not only have a day that celebrates our past and present history, including our iconic Wanna Get Away campaign, but also highlights our future expansion, and brings together our amazing Employees and Customers.”

Wanna Get Away Day Sweepstakes

This year, Southwest is celebrating early, counting down the days to Wanna Get Away Day. Beginning on Sunday, June 12, Customers have daily opportunities to play fun sweepstake games, themed to illustrate the different perks of the carrier's newest fare product, Wanna Get Away Plus Ω , for a chance to win daily prizes like round trip air travel for two and Rapid Rewards bonus points, all leading up to major prizes like Southwest's promotional Companion Pass on June 18. Visit WannaGetAwayDay.com through Saturday, June 18, 2022, at 11:58:59 p.m. CT to enter.

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