FOR IMMEDIATE RELEASE

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Heart of the Community Extravaganza

Southwest Florida, Sept. 18, 2015—On Oct. 16 Southwest Airlines (NYSE: LUV), Lee County and City of Fort Myers officials will unveil the Heart of the Community placemaking grant enhancements to the Cornog Plaza on the campus of the Fort Myers Regional Library during a news conference at 2 p.m. The news conference kicks off the Heart of the Community Extravaganza, which will include a costume swap, Scary-oke Sing-off, treat bag craft, a stilt walker, balloon-tying and sweet treats provided by Southwest Airlines. Festivities wind down at 5 p.m. Costumes and blankets or lawn chairs are suggested. The Cornog Plaza is located at 2450 First Street in Fort Myers.

Families can go green this Halloween by swapping their gently used Halloween costumes and accessories! Beginning Oct. 1 costume donations will be accepted at Library Administration, 2345 Union Street in Fort Myers. A token will be exchanged for each donated costume or accessory. Those with a swap token will be invited to "shop" first during the Extravaganza Oct. 16 from 2-3 p.m. Those without a token may start shopping at 3 p.m. and all unclaimed costumes will be donated. The Scary-oke Sing-off is Karaoke in not-so-scary costumes and begins at 3 p.m. The costumes and performances will be a frighteningly good time.

“We are excited to share these amenities with the public,” says Sheldon Kaye, Lee County Library System Director. The amenities are just part of Southwest Airlines’ Heart of the Community enhancements. The programming will continue throughout the year.

Southwest Airlines provided a $50,000 grant to the Lee County Library System to transform the Cornog Plaza into an interactive space through a combination of expanded amenities and family-oriented programs. The Library System worked with the community to determine a clear vision and programming platform for the space. New amenities provided by the grant include: oyster canopy, giant bean bags chairs, rocking chairs, colorful tables and chairs, large market umbrellas and game carts. Additional funds will be spent on programming and an interactive piece for children.

Placemaking is an emerging movement with environmentalist roots that positions public spaces as engines for urban development, serving as catalysts for building sustainable, healthy, inclusive and economically viable neighborhoods. For more than 40 years, Southwest’s lead partner Project for Public Spaces (PPS) has refined the participatory Placemaking process.

ABOUT SOUTHWEST AIRLINES CO.

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,400 flights a day, serving 93 destinations across the United States and five additional countries. Southwest service to San Jose, Costa Rica, begins in March 2015. Subject to government approvals, service to Puerto Vallarta, Mexico, begins in June 2015, and service to Belize City, Belize begins in October 2015.

Based on the U.S. Department of Transportation’s most recent data, Southwest Airlines is the nation’s largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based Wi-Fi providing gate-to-gate connectivity while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats Music or to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest is the only major U.S. airline to offer Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are never change fees, although fare differences
might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience and logo, showcase the dedication of Southwest Employees to connect Customers with what’s important in their lives. From its first flights June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With 42 consecutive years of profitability, 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. The 2013 Southwest Airlines One Report™ can be found at [Southwest.com/citizenship](http://Southwest.com/citizenship).

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

**ABOUT PROJECT FOR PUBLIC SPACES**

Project for Public Spaces is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Its pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs. PPS was founded in 1975 to apply and expand on the work of William (Holly) Whyte, the author of *The Social Life of Small Urban Spaces*. Since then, the organization has completed projects in over 3000 communities in 43 countries and all 50 U.S. states and are the premier center for best practices, information and resources on Placemaking. [www.pps.org](http://www.pps.org) and [www.pps.org/heart-of-the-community](http://www.pps.org/heart-of-the-community)

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