



**NEGOTIATIONS 2013**  
**Our Contract, Our Customers, Our Future**  
*Transport Workers Union of America, AFL-CIO*  
*Air Transport Division - Local 555*  
*Southwest Airlines Ramp, Operations, Provisioning & Freight Agents*



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**MEDIA ADVISORY**

For Immediate Release

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**Unions at Southwest to Deliver a Not So Subtle  
Valentine's Day Message to Company Execs Feb. 13th:**

**KEEP LUV ALIVE BY REFOCUSING  
ON THE COMPANY CULTURE AND A NEW CONTRACT  
FOR GROUND WORKERS**

**DALLAS** – Southwest Airlines flight attendants and ground workers will deliver a special “LUV Day” message to those that head Southwest Airlines – “have some heart.” On Wed., Feb. 13<sup>th</sup> members of TWU Local 555, representing Southwest’s 9,000 ground workers and backed by the

**WHO:** Southwest Airlines ground workers and flight attendants  
**WHAT:** Handing special Valentine’s Day LUV messages to Southwest Execs  
**WHEN:** Wednesday, February 13, 2013 at 12:30 p.m.  
**WHERE:** Southwest Airlines Headquarters, 2702 Love Field Drive, Dallas, Texas

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members and leaders of TWU Local 556, representing Southwest's 11,000 flight attendants, will deliver special Valentine's Day cards wishing executives a happy "LUV Day," with a message about serving customers, ensuring a solid future, negotiating fair contracts, and keeping the "LUV" alive. Southwest Airlines' ticker symbol is LUV.

"While our message today is intended to be lighthearted, it does not change the serious nature of our ongoing contract negotiations," said TWU Local 555 President Charles Cerf. The ground workers' union and Southwest management have been in contract negotiations since July 2011 with almost no progress made in reaching an agreement.

"Our members do not understand why a company with a \$421 million profit last year is asking for concessions. This new approach to labor relations is disappointing and we encourage management to remember that working harmoniously with Southwest's workers in the past has significantly contributed to the success of our airline and benefited not only employees, but our customers," Cerf added.

TWU Local 556 President Stacy Martin said, "Our members support TWU Local 555 and our participation today is intended to display our unity and highlight the unique culture at Southwest Airlines. This airline should continue to honor Herb Kelleher's legacy and not take steps that will make it a legacy carrier."

**[TWU Locals 555 representing the groundworkers, and TWU Local 556 representing the flight attendants are affiliates of the Transport Workers Union of America \(TWU\), AFL-CIO. TWU International also represents flight dispatchers and flight crew instructors at Southwest Airlines. Across the nation, TWU International represents 200,000 workers and retirees primarily employed in public transportation, rail and aviation.](#)**

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