

National Contest 2010

Your Adopt-A-Pilot® Story

The Southwest Airlines Adopt-A-Pilot (AAP) program “inspires real-world thinking to help kids see life’s possibilities.” We want to hear what inspires you! Do you have an exceptional story? Did you have an “A-ha!” moment in the Adopt-A-Pilot program? Pilots, parents or teachers, have you had an extraordinary student you would like to tell us about?

Write us about it and win a class photo in *Spirit Magazine*, Southwest Airlines’ onboard magazine (circulation 3 million readers) and a \$150 class scholarship. The winner will be announced in a posting on Southwest’s corporate blog, “Nuts about Southwest.”

Contest Overview

Use your creativity to tell us your Adopt-A-Pilot story!

All students currently or previously enrolled in AAP, their teachers, their parents and their Pilots are eligible to submit one entry that best describes the personal impact of the Adopt-A-Pilot program – such as learning from their Adopted Pilot, studying specific AAP lessons that interest them, exploring possible careers, the impact of the Pilot mentor, careers students want to pursue someday, learning about geography, AAP classroom activities, etc.

- “MY AAP STORY” entries should be submitted to adoptapilot@wnco.com before April 2, 2010 and may be posted on the Adopt-A-Pilot or Nuts about Southwest blog.
- Entries must be between 50-500 words, and signed by the author. Each entry must include name of the class teacher and the school registered in the Adopt-A-Pilot program with which the entry is affiliated.
- Entries should be submitted by individual students, parents, teachers or Pilots, but the prize will be awarded to the winning student’s entire class.
- Prizes will be awarded in two categories: Students and Adults. Entries received from Pilots, teachers, parents will be considered in the “Adult” category, while student entries will be considered in the student category..
- The winning class/teacher will be expected to provide a high quality digital photograph of the class, the teacher, and the Adopted Pilot, along with accompanying photo releases for everyone featured in the photo (please make copies of the photo release provided – students whose parents opt not to sign a release should not be included in photo).

OFFICIAL RULES
NO PURCHASE NECESSARY TO ENTER OR WIN.
VOID WHERE PROHIBITED

1. **CONTEST PERIOD.** Your AAP Story contest entries can be submitted between January 2, 2010 and April 2, 2010. By participating, each participant agrees to the rules of the contests.
2. **ELIGIBILITY.** Your AAP Story contest is open only to students enrolled in a class officially registered in the Adopt-A-Pilot program. Contests are subject to all applicable federal, state, and local laws and regulations. By participating, entrants agree to these official rules and accept decisions of the Sponsor and Judges as final.
3. **ENTRY DETAILS.** Only one "MY AAP STORY" entry per each participating Adopt-A-Pilot student, teacher, parent and Pilot will be accepted. Submissions not meeting or exceeding the specified parameters will be disqualified. Submissions cannot be returned, and become property of Southwest Airlines. Entries may be displayed on the Adopt-A-Pilot program web site and/or blog. Entries must adhere to official Contest parameters. By entering contest and/or accepting the prize, each winner consents to allow the use of his/her name and/or photograph for advertising this or similar promotions without further compensation. Entries will not be returned and become the property of the sponsor and cannot be confirmed received due to the high volume of entries. By entering contests and/or accepting the prize, winners release sponsors from all claims of liability regarding use and enjoyment of the prize. Any photo or images submitted to Southwest Airlines must be accompanied by the standard Adopt-A-Pilot photo release signed by parent or legal guardian of all minors appearing in the photo.
4. **HOW TO ENTER.** Each student, teacher, parent and Pilot is eligible to submit one (1) original blog entry that best describes the personal impact of the Adopt-A-Pilot program – such as learning from your Adopted Pilot, studying AAP lessons that interest you, exploring possible careers, etc. "MY AAP STORY" blog entries must be between 50-500 words. Entries must be e-mailed to adoptapilot@wnco.com no later than Friday, April 2, 2010. The subject line should read: "My story: *Your school name here.*" The entry must include student's, Pilot's, parent's or teacher's name, school name, teacher, city, and state in the e-mail.
5. **PRIZE.** Two winners (adult and student) will be selected for the My APP Story contest. Contest winner's class will have their class photo printed in *Spirit* magazine (Southwest's NATIONAL inflight magazine, readership 3 million) and will receive a scholarship of \$150 for their class from Southwest Airlines. The winner will also be featured on Nuts about Southwest.
6. **JUDGING.** Both categories will be judged by a panel comprised of Southwest Airlines representatives and its designees. Entries will be evaluated based on the following:
Communication of Message 80% - Entry summarizes the student's Adopt-A-Pilot experience in a comprehensive, clear and original way.
Presentation 20% - Blog entry adheres to standard punctuation and grammar guidelines.
Prizes will be awarded only after eligibility has been determined. This shall include, but not be limited to, participants satisfying all of the elements of the eligibility criteria in the sole discretion of Sponsor and its designees, which shall be deemed final. Winning class will be notified by telephone and/or mail on or about the end of April 2010. There will be one winner from two categories: Story written by an Adopt-A-Pilot student and one written by an Adult.
7. **LIMITATION OF LIABILITY:** Neither Southwest Airlines ("Sponsor"), nor their affiliated entities, are responsible for printing or typographical errors in any related materials; stolen, fraudulent, entries or mail; or transactions that are processed or lost due to computer or electronic malfunction. Tax liability, if any, is the sole responsibility of the winners. Sponsor reserves the right to cancel or modify Contest if fraud or technical failure compromise the integrity of the Contest as determined by Sponsor in its sole discretion. This Contest offer is being made exclusively by Sponsor.
Sponsor not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections or fraud, incomplete, garbled or delayed computer transmission whether caused by Sponsor, user, or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the process of submissions which may limit a participant's ability to participate in this Contest. Sponsor reserves the right to amend, suspend, or terminate Contest at any time, with 30 days notice.
8. **SPONSOR.** Southwest Airlines Co., P.O. Box 36611, Dallas, TX. 75235-1611.