

Creating Magic and Memories with Kidd's Kids

Kidd's Kids is an organization that strives to make a difference in the lives of children facing life-altering or life-threatening conditions and their families. In 2006, Southwest began to partner with Kidd's Kids to send these deserving families on a trip in which they could spend time together creating memories and celebrate a fun getaway. Through this partnership, Southwest provides travel for all of the Kidd's Kids and their families to Orlando. Southwest donates the charter aircraft for the trip, and the Crew working the flight volunteers their time. Each year before the families depart, Southwest hosts celebratory events that include a joy-filled red carpet send-off and line of honor for each Kidd's Kid.









This year, Southwest Airlines and Kidd's Kids welcomed more than 20 Kidd's Kids and their families on the charter flight. Southwest flew the seven Kidd's Kids and their families who live outside of North Texas to Orlando free of charge on scheduled service, and Southwest Employees at those airports hosted celebrations prior to their flights.







Leading up to the send-off event, Southwest supported Kidd's Kids by hosting a telethon, staffed by Southwest Employee volunteers, which raised more than \$18,000.

Together, Southwest and Kidd's Kids have served more than 770 families. To learn more about Kidd's Kids, visit kiddskids.org.