

For Release April 28, 2010

**American Advertising  
Federation District Ten to  
Present Southwest Airlines  
with Prestigious  
Innovation and Leadership  
in Advertising Award**



AAF TENTH DISTRICT  
INNOVATION  
AND  
LEADERSHIP  
IN ADVERTISING  
AWARD

**Houston, Texas, April 28, 2010** — The American Advertising Federation (AAF) Tenth District will present its highest honor of leadership and innovation in advertising to Southwest Airlines and its portfolio of agencies on May 12, 2010 at a dinner event in Austin, Texas. Dave Ridley, Senior Vice President, Marketing and Revenue Management for Southwest Airlines, and Kevin Krone, Vice President, Marketing, Sales and Distribution for Southwest Airlines, will accept the award at a special awards dinner in Austin, Texas.

The award recognizes Southwest Airlines and its agencies for its many years of uniquely inventive advertising programs.

May 12 will mark the fourth year for AAF to host the Innovation and Leadership in Advertising Award (ILA). The ILA Award recognizes companies that exemplify excellence in four key areas:

**Media use** – Extensive use of multimedia platforms using traditional and non-traditional media to create awareness or drive sales.

**Employment in District 10** – Extensive employment of people and businesses within the District 10 region of Texas, Oklahoma, Louisiana and Arkansas.

**Diversity** - Embracing diversity in their messaging and employment.

**Leadership** – Demonstrating leadership and boldness in their advertising message and creative use of media.

Southwest Airlines' partner advertising agencies receiving the award include: GSD&M Idea City – Austin; Camelot Communications, Inc. – Dallas; Y&R Brands/Wunderman Southern California – Irvine, Dieste, Inc. – Dallas; and Dae Advertising – San Francisco.

Event Sponsors include: VISA, BET Networks, Coca-Cola, 4 Guys Interactive, Gannett Digital Media Network, Microsoft Advertising, VML and The Wyndham Hotel Group.

In-kind sponsors include: Clampitt Paper, GSD&M Idea city and The Whitley Printing Company, all of Austin, Texas.

[Jim Datri](#), AAF national president and CEO, will be on hand from Washington, D.C., with AAF Tenth District governor Blake Goldston, to present the award to Southwest Airlines and its advertising agencies. The event will be co-hosted by the Austin Ad Federation. Ridley and Krone will be keynote speakers for the event and will provide an overview of Southwest's campaign. In addition to the award, Southwest will offer a summer internship for an ILA Scholarship recipient this summer. The internship winner, Erin Landy, a University of Texas Advertising major graduating in 2011, will receive a \$5,000 scholarship from the AAF Tenth District. Dana Williams, Director of Marketing and Communications will present the scholarship for [Southwest Airlines](#), at the event.

Seating at the May 12 awards event will be limited, and table reservations and tickets are available by contacting Kevin Dobbs, Executive Director, American Advertising Federation 10<sup>th</sup> District at 1-800-808-4473, or email: [dobbsprt@nts-online.net](mailto:dobbsprt@nts-online.net).

#### **ABOUT THE AAF**

The American Advertising Federation (AAF) headquartered in Washington, D.C., acts as the "Unifying Voice for Advertising." The AAF is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 225 college chapters, the AAF provides nearly 7,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has 130 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations. For more information, visit the AAF's Web site at [www.aaf.org](http://www.aaf.org).

#### **For more information:**

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