



"Real Men Giving Real Time"®

FOR IMMEDIATE RELEASE

CONTACT: Eric Evans 202-423-2046
eevans@100blackmenc.org

SOUTHWEST GETS A "100" IN FLYING

Airline Renews its commitment to Greater Washington DC Chapter

WASHINGTON, DC – June 1, 2010 - The 100 Black Men of Greater Washington, D.C. ("the 100") announced today Southwest Airlines continued support with the agreement to offer Travel Awards for area students and their mentors to fly to Ft. Lauderdale, Florida to participate in the 24th Annual Conference for the 100 Black Men of America. Southwest Airlines began supporting The 100 Black Men of Greater Washington, DC in 2008 and announced its continued commitment during the Tommie Smith Youth Track Meet in front of nearly 2000 athletes and supporters at Dunbar Senior High School in NW, DC.

The 100 Black Men of America's 24th Annual Conference, scheduled June 16th to the 20th, is expecting its largest attendance ever. The conference has two tracks with separate events and activities set up just for youth between 12-17 years old like the mentees of the 100 Black Men of Greater Washington DC. They are expecting more than 1000 students to participate during the conference in Florida. The students will have workshops for middle school and high school students focusing on everything from attitude, attire, college prep and leadership skills. The students will be able to network with an array of students and adults and use the interpersonal skills they acquired during their Saturday Leadership Academy sessions.

"Southwest Airlines is proud to support the 100 Black Men of Greater Washington, DC's Saturday Leadership Academy with 15 Travel Awards to fly 10 students, 3 chaperones, and 2 officers to the 100 Black Men of America's 24th Annual Conference, June 16-19, 2010, in Hollywood, Florida. Southwest Airlines is committed to supporting education-related programs that help thousands of children each year. With our support, today's African American youth have the potential to become tomorrow's leaders." Karen Price-Ward, Community Affairs and Grassroots Manager, Southwest Airlines.

"We are thankful for Southwest's partnership. Their commitment will allow us the chance to expose our young men to a series of activities that will help them grow into productive, positive and well rounded citizens", said Michael E. Melton, President of the 100 Black Men of Greater Washington, D.C. Inc.

#####

100 Black Men of Greater Washington, D.C., Inc. is a 501(c3) organization founded in 1995 by an alliance of African-American men, dedicated to giving time to enhance the lives of young people in the Washington Metropolitan Area. 100 BMOGW, Inc. is an affiliate of the 100 Black Men of America (100 BMOA). The 100 BMOA is devoted to improving the quality of life for African-Americans - particular young men - through the "Four for the Future" program. This consists of Mentoring, Education, Health & Wellness and Economic Development. The 100 BMOA have more than 10,000 members and 116 chapters in the US, England and Virgin Islands. Please visit our website at www.100blackmenc.org.