

Southwest Communications
Dallas, Texas
BROADCAST DEPARTMENT

CLIENT: Southwest Airlines
PRODUCT: Our Planet Initiative
WRITER: Kimberly Vogel
LENGTH: 30

SFX: BIRDS CHIRPING

This earth is the only one we've got. So why not take a little time to protect it?

SFX: CHILDREN PLAYING

Taking a few simple steps will ensure that future generations will enjoy this beautiful earth as much as we do. By reducing your energy and power usage, not only will you save money, but you are helping protect our environment. Reusing and recycling items that you might have just thrown out is a great way to help protect the planet.

SFX: NATURE SOUNDS

Our planet sustains us all. So, we, at Southwest Airlines feel it's our responsibility to protect our planet.

Go to myplanetsouthwest.org to find out how you can help.