SOUTHWEST AIRLINES CO Form 8-K January 06, 2011

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the

Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): January 6, 2011

SOUTHWEST AIRLINES CO.

 $(Exact\ name\ of\ registrant\ as\ specified\ in\ its\ charter)$

Texas (State or other Jurisdiction

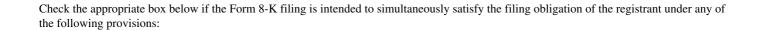
1-7259 (Commission 74-1563240 (IRS Employer

of Incorporation) File Number) Identification No.)

P.O. Box 36611, Dallas, Texas
(Address of Principal Executive Offices)
(Zip Code)
Registrant s telephone number, including area code: (214) 792-4000

Not Applicable

(Former name or former address if changed since last report.)



- " Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- " Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- " Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events.

On January 6, 2011, Southwest Airlines Co. (Southwest) issued a press release announcing Southwest s introduction of a new Rapid Rewards frequent flyer program. A copy of the press release is attached to this report as Exhibit 99.1 and is incorporated by reference into this Item 8.01.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit

No. Description

99.1 Press Release issued by Southwest Airlines Co., dated January 6, 2011.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SOUTHWEST AIRLINES CO.

Date: January 6, 2011 By: /s/ Madeleine Johnson

Name: Madeleine Johnson

Title: Vice President, General Counsel, & Assistant Corporate Secretary

EXHIBIT INDEX

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