Dutchess County-Based Nonprofit, Unshattered, Partners with Southwest Airlines® to Give Plane Seats New Wings

Women in recovery given second chance through upcycling initiative utilizing aircraft seat leather

HOPEWELL JUNCTION, N.Y. Feb. 21, 2022– Unshattered and Southwest Airlines® are joining forces to support women in recovery through upcycling. The airline is adding Unshattered to its Repurpose with Purpose program, a global sustainability initiative that upcycles items such as leather seat coverings and transforms them into new products.

Southwest is donating used aircraft seat leather from its aircraft to Unshattered which will be cleaned and prepared for use in the 501c3 non-profit's new line of travel bags and accessories.

Located in Dutchess County, New York, a stone's throw from one of the world's largest fashion capitals, Unshattered employs women in recovery to make premium handbags and accessories out of upcycled materials. Their mission is to end the addiction relapse cycle by providing pathways toward economic stability and long-term sobriety.

"Unshattered is thrilled to be partnering with Southwest Airlines to create this collection. Through a combination of community, employment, and personal development, Unshattered gives women the opportunity to find their purpose and live an addiction-free life," said Unshattered founder Kelly Lyndgaard. "Just like the refurbished premium materials used to craft these gorgeous bags, the women of Unshattered are being made new again. We are grateful to Southwest Airlines for 'Repurposing with a Purpose' through Unshattered to enable women to thrive in recovery."

Each Unshattered bag is handcrafted and sewn by a team of professionally trained female artisans. Through Unshattered's unique business model, employees are provided with employment, personal development training, community, and a second chance at life after addiction.

"At Southwest Airlines we believe in living responsibly, respecting our resources, and sharing our Heart with others," said Laurie Barnett, Vice President Communications & Outreach at Southwest Airlines. "One of the many ways we do this is through our Repurpose with Purpose program. We're honored to welcome Unshattered as a partner and support their work; generating social and economic opportunities for communities all over."

This effort was also achieved thanks in part to Turnip Green Creative Reuse who thoroughly sanitized, refurbished and cut the leather, transforming the material from aircraft upholstery and preparing it to be made into functional fashion accessories.

"Turnip Green Creative Reuse is ecstatic to partner with Southwest Airlines and Unshattered for their 'Possibilities Take Flight' Collection," said Ellen Schlabach, Repurpose with Purpose Project Lead at Turnip Green Creative Reuse. "This collaboration of salvaging materials to give them life as sustainable products has been immensely rewarding in furthering TGCR's mission of fostering creativity and sustainability through reuse."

The new "Possibilities Take Flight" collection with Southwest includes exclusive handbag and accessory styles unavailable in any other Unshattered fabrics. The line will be available both at

Unshattered's flagship store and on the organization's website www.unshattered.org starting February 21st.

Preview the collection at www.unshattered.org/southwest

About Unshattered
Unshattered employs women winning their battle against addiction to make designer-quality handbags from upcycled materials. Unshattered is dedicated to helping women thrive after recovery and ending the relapse cycle for good. Carry possibilities. www.unshattered.org

ABOUT SOUTHWEST AIRLINES CO.
Southwest Airlines Co. operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 11 countries. Celebrating its 50th Anniversary in 2021, Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline (1). Based in Dallas and famous for an Employee-first corporate Culture, Southwest maintains an unprecedented record of no involuntary furloughs or layoffs in its history. By empowering its more than 55,000 (2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among as many as 130 million Customers carried a year. That formula for success brought industry-leading prosperity and 47 consecutive years (3) of profitability for Southwest Shareholders (NYSE: LUV). Southwest continues to develop tangible steps toward an environmental sustainability goal of achieving carbon neutrality by 2050, including offering an opportunity for Customers to contribute toward helping Southwest offset its carbon emissions. For more information, please visit Southwest.com/wannaoffsetcarbon. Learn more at Southwest.com/citizenship about how Southwest Airlines leverages a unique legacy and mission to serve communities around the world.

1) U.S. Dept. of Transportation most recent reporting of domestic originating passengers boarded
2) full time-equivalent active Employees
3) 1972-2019 annual profitability