**NEWS RELEASE**

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#winterfestfl17

**Southwest Airlines shows love for South Florida:**

**Winterfest begins new partnership**

**FORT LAUDERDALE (Broward County), FL (November 1, 2017) –** Winterfest, Inc. known by locals as a 46-year-old holiday tradition in Broward County, produces what is coined as “The World’s Most Watched Boat Parade.” In 2017, this not-for-profit organization is proud to announce their new official airline sponsor—Southwest Airlines. With the dedicated support from incredible sponsors like Southwest, Winterfest® is able to provide the South Florida community and beyond with these fun-filled seasonal events: a free Family Fun Day in downtown Fort Lauderdale, the chic Black Tie Ball at the Seminole Hard Rock Hotel & Casino, and the renowned Seminole Hard Rock Winterfest Boat Parade.

For more information, please contact the Winterfest® office at (954) 767-0686 or visit the website at [www.WinterFestParade.com](http://www.WinterFestParade.com).

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***About Winterfest, Inc.***

*Winterfest® is a Florida not-for-profit organization based in Broward County that produces a variety of events including the free public event known as the Seminole Hard Rock Winterfest® Boat Parade - "The World’s Most Watched Boat Parade." Approximately one million spectators view the Parade on the 12-mile route along with millions more via television and the internet bringing National and International recognition to South Florida. Winterfest® also hosts annual events to enhance the community’s image and provide unique, wholesome family entertainment. For more information on Winterfest, please contact the office at (954) 767-0686 or their website:* [*www.winterfestparade.com*](file:///E%3A%5CUser%5CLocal%20Settings%5Cjulianne.carelli%5CDocuments%5CP.R%5C2004press%5Cwww.winterfestparade.com)*.*

***About Southwest Airlines***

*In its 47th year of service, Southwest Airlines® differentiates itself above all other air carriers with exemplary customer service delivered by more than 55,000 employees to more than 115 million customers annually. Southwest became the nation’s largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation’s most recent reporting of domestic originating passengers boarded. Southwest operates more than 4,000 departures a day during peak travel periods among a network of 99 destinations in the United States and nine additional countries. Service to Turks and Caicos is scheduled to begin Nov. 5, 2017.*