

# A Freedom Story

## THE PINK FLAMINGOS

The name Pink Flamingos may conjure dreams of a Southwest Airlines Vacation in tropical Florida. However, they are actually world-renowned entertainers nestled among the Sandia Mountains near Albuquerque. This innovative musical and theatrical troupe flies all over the country on Southwest Airlines. Popular with the Fortune 500, these dynamic birds spread joy through custom-designed shows, transforming corporate meetings into interactive celebrations. Members of their audiences become stars, if only for the evening.

Lisa DeWolf, show designer and entertainer, says the Pink Flamingos ([www.thepinkflamingos.com](http://www.thepinkflamingos.com)) grew up with Southwest, and she reflects on their humble beginnings. "We drove our bus everywhere, coast to coast. To get to a 'gig' on time, we'd drive all night. We'd pull into a truck stop and spring into action. Each person had their job: gas the bus, check the tires and oil, clean the windshield, while others would purchase food and ice. Like Southwest, everything was timed and orchestrated to perfection. In exactly 15 minutes, the bus would take off again." Entertainer Lauri Francis says, "I'm glad we've retired the bus and travel almost everywhere on Southwest Airlines. Southwest gives us the freedom to perform more, yet spend more time at home."

Olivia Kirkley, travel manager and saxophone player, books their flights through SWABIZ, Southwest's corporate tool for online bookings. "Keeping track of 30 performers can be challenging. SWABIZ reporting tracks our reservations and funds." Olivia depends on Southwest's frequent flights and flexibility, and she appreciates Southwest's no-change-fee policy. "Southwest's prices and 'no-penalty policy' allow us to change routing and



© DEBORAH NOBLE, CELEBRITY ENTERPRISES

take last-minute gigs. That wouldn't be possible with any other airline. Southwest allows us to reuse funds for up to a year, so we save thousands of dollars! We also enjoy the double Rapid Rewards credit that Southwest is currently offering for corporate bookings through SWABIZ." The Flamingos have five Companion Pass Members who fly at least 100 times a year and designate a Companion to fly with them for free.

"We couldn't do what we do without Southwest Airlines," adds Lisa. "Because of Southwest, we offer a more economical package to our clients. Most important, Employees are warm, friendly and know what they're doing. We feel safe, taken care of. Southwest is our airline of choice."

Lisa, Southwest Airlines appreciates your loyalty, and it's certainly our pleasure to have the Pink Flamingos aboard our LUV Birds!

— Judy Reinke