

SUMMER SEARCH



FOR IMMEDIATE RELEASE

Sonia Torres
Director of Marketing & Communications
(415) 967-1910; storres@summersearch.org

ALASKA AIRLINES OFFERS TRIPS OF A LIFETIME FOR SUMMER SEARCH STUDENTS

Support from the airline provides free flights for Seattle-based students through partnership focused on developing college access for low-income high school students

Seattle – May 17, 2016 – Summer Search, a national youth development nonprofit, and Alaska Airlines—serving more than 100 cities through an expansive network in the United States, Canada, Mexico and Costa Rica—are teaming up to provide free air travel to low-income students this summer.

As part of the Summer Search program, students receive scholarships at the end of their sophomore and junior year to summer experiential education programs, ranging in type from wilderness expeditions to college stays and international service trips. These life-changing summer experiences help students develop their college-going identity and add tremendous value to their lives by providing diversity in experience and leadership opportunities.

As Summer Search Seattle’s signature airline partner, Alaska Airlines is supporting the program with a \$25,000 commitment, allowing Summer Search to send twenty students on trips outside of Washington state to help broaden their world view and expand what they believe is possible for themselves. Ninety-eight percent of Summer Search students graduate high school, while 71 percent earn a four-year college degree, compared to just 11 percent of their low-income peers nationwide.

“Experiential summer trips are an important to Summer Search students, many of whom cannot afford to travel,” said Deidre McCormack Martin, Summer Search Seattle Executive Director. “We are excited and grateful for the opportunity that Alaska Airlines has given our students. We look forward to seeing changes in our students when they return and learning about what these trips have taught them about their leadership potential.”

"We are thrilled to welcome aboard and support Summer Search students that want to explore their world," said Shaunta Hyde, Managing Direct Community Relations, Alaska Airlines. "Through travels beyond their own neighborhoods and communities, they'll learn new experiences and return to their communities more self-assured and confident – ready to take on the new school year. From our ground crew to our flight crew, Alaska Airlines is excited to be a part of that experience."

About Summer Search

Summer Search is a national youth development nonprofit organization. We work with high school students in low-income communities to transform what they believe is possible for themselves. We help students across the country develop the skills and character traits they need to become college-educated leaders who give back to their families and communities. Learn more at www.summersearch.org

About Alaska Airlines

Alaska Airlines, a subsidiary of Alaska Air Group (NYSE: ALK), together with its partner regional airlines, serves more than 100 cities through an expansive network in the United States, Canada, Mexico and Costa Rica. Alaska Airlines ranked "Highest in Customer Satisfaction Among Traditional Carriers in North America" in the J.D. Power North America Airline Satisfaction Study for eight consecutive years from 2008 to 2015. Alaska Airlines' Mileage Plan also ranked "Highest in Customer Satisfaction with Airline Loyalty Rewards Programs" in the J.D. Power 2014 and 2015 Airline Loyalty/Rewards Program Satisfaction Report. For reservations, visit www.alaskaair.com. For more news and information, visit the Alaska Airlines Newsroom at www.alaskaair.com/newsroom.