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MAAC Kicks Off Voter Registration and Engagement Campaign

Chula Vista, Ca. – MAAC is urging eligible San Diego County citizens to make their voice heard and register to vote. Determined to increase the numbers for voter turnout at election polls throughout San Diego County, MAAC is embarking on a yearlong effort to get community residents engaged and registered to vote.

Since 1965, MAAC has been a mainstay in San Diego County, starting with San Diego's southern region and now working towards equity and justice for all communities in the County. MAAC's community engagement efforts have provided citizens with the tools to become champions of social change at the local and state level, advocating for important issues such as access to affordable housing, education, and immigration.

MAAC President & CEO, Arnulfo Manriquez states, "MAAC began when a group of concerned citizens wanted to address the issues of inequity in employment opportunities in our community. Today, we continue that work and encourage county residents to advocate on behalf of the issues and policies that matter to them and help their communities. What better way to make a difference than to register to vote, and to actually go out and vote on Election Day."

"Southwest Airlines is proud to partner with MAAC and support their programs and services. MAAC's advocacy and community engagement efforts, which include voter registration, give our communities a voice. Their work has a positive impact on all of us. Together, we improve the quality of life for so many families in our county. I am proud to call them our community partner!" said Lidia S. Martinez, Manager of Community Affairs & Grassroots at Southwest Airlines.

Manriquez states, "We love partners like Southwest Airlines because they understand and support the important work of nonprofits. They are also champions of the communities we serve."

Join MAAC in this effort to make a difference by registering to vote online at: maacproject.org/vote.

About MAAC

The Metropolitan Area Advisory Committee on Anti-Poverty of San Diego County, Inc. dba MAAC is the leading provider of comprehensive social services in San Diego County and works to create healthier and stronger communities by providing a space where individuals and families in need can find means to self-sufficiency through advocacy and access to high-quality programs in five key areas of focus: Affordable Housing, Economic Development, Education, Health & Wellbeing, and Advocacy & Leadership Development. For more information, visit www.maacproject.org or [Facebook](#).

About MAAC and Southwest Airlines Co. partnership

Since 2017, MAAC and Southwest Airlines Co. have partnered to provide core operating support for MAAC's recovery homes as well as the MAAC Community Charter School. Additionally, Southwest Airlines Co. continues its title sponsorship of MAAC's Annual Soirée, held every November, and brings together executives, community leaders, and elected officials to celebrate MAAC's work throughout San Diego County, while raising funds to help sustain the critical programs and supportive services that MAAC provides.

About Southwest Airlines Co.

*In its 48th year of service, Dallas-based **Southwest Airlines** (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 55,000 Employees to more than 100 million Customers annually. Southwest proudly operates a network of 101 destinations in the United States and nine additional countries with more than 4,000 departures a day during peak travel season. Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 44 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet.*

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