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SOURCE The Resort Collection of Panama City Beach

PANAMA CITY BEACH, Fla., Jan. 31, 2011 /PRNewswire/ -- The Resort Collection of Panama City Beach teams up with Southwest Airlines Spirit magazine to present "LUV Is In The Air-A Grand Romantic Giveaway." The sweepstakes giveaway, a seven-night stay at Grand Panama Beach Resort, will be offered to whoever submits the most heartfelt 17 syllable haiku on the subject of romance.

To view the multimedia assets associated with this release, please click:

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All you have to do

Is write a haiku so she

Can spend time with you.

LUV Is In The Air will be the focus of the February 2011 issue of *Southwest Airlines Spirit* magazine, which reaches 3.2 million readers. This romantic giveaway is currently valued at $30,000. The creative influence behind LUV Is In The Air came from Southwest Airlines' tribute to its headquarters location at Love Field in Dallas, Texas, and LUV, its ticker symbol on the New York Stock Exchange.

Southwest Airlines has contributed two round-trip airline tickets to bring the winning couple to their destination in Panama City Beach, Florida. The upscale fine jewelers McCaskill & Company, located in Destin, Florida, has donated $10,000 in jewelry, and a romantic dinner for two at the award-winning Firefly restaurant in Panama City Beach also awaits the lucky couple. In addition to the luxurious accommodations, the winners will be treated to pampering spa services from The Club at Edgewater and Fusion Spa Salon, an indulgent shopping excursion at Pier Park, car service provided by Sunshine Shuttle, a four-hour eco-tour with Sunjammers, a swim with the dolphins at Gulf World Marine Park, flowers from Blossoms of Chipley, and a Justin Gaffrey painting.

To be considered eligible to win, contestants must tell their love story in a three-line haiku consisting of 17 syllables, where the first line is five syllables, the second is seven syllables, and the third is five syllables. For rules and regulations and to enter the sweepstakes, visit www.luvgiveaway.com. For sponsor information, please contact Cornerstone Marketing & Advertising, Inc. – The Idea Boutique at 850.231.3087 ext 6.

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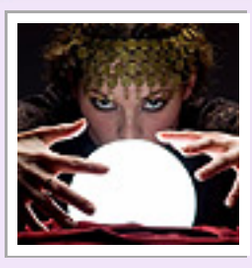

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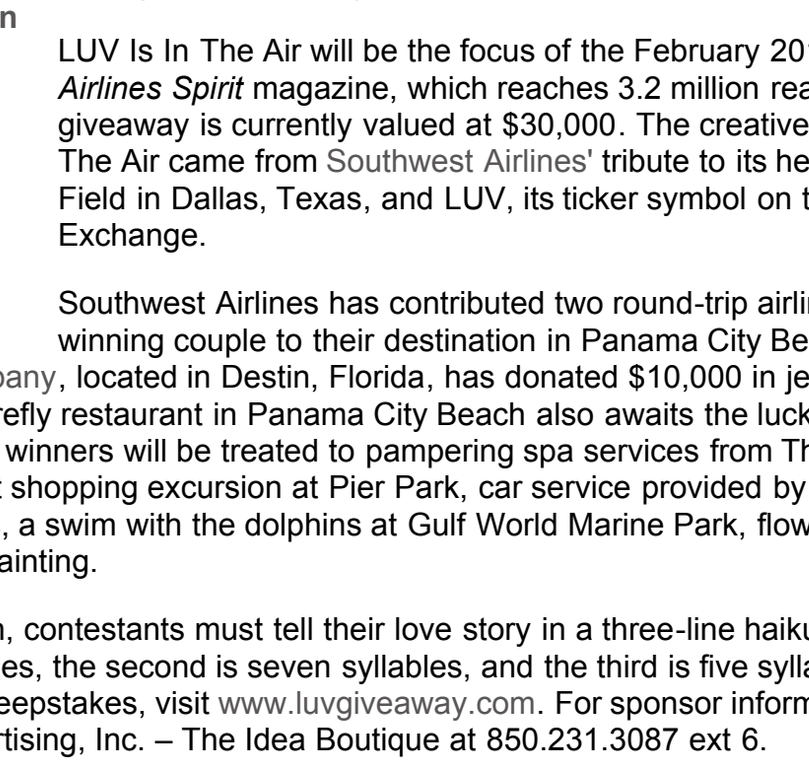

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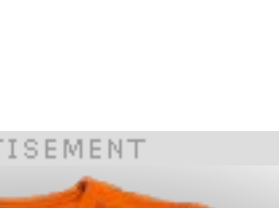

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