**Southwest Airlines “Wins” Award for Poorly Designed Communication**  
Center for Plain Language’s 2015 WonderMark Awards expose the worst of bad writing

**Washington, D.C., May 28, 2015** — The Center for Plain Language has announced that Southwest Airlines is the 2015 Grand WonderMark Award “winner” for poorly designed communication. The sixth annual WonderMark Awards highlight particularly complex, confusing or just plain bad writing – writing that really makes you wonder! Other finalists for the dubious honors were Amazon.com, Lenczycki & Sons, and Van Ness North Cooperative.

The Center believes everyone has a right to receive information in language they can understand. Each year, the WonderMark Awards playfully expose the worst of bad writing. This year’s Grand WonderMark Award goes to a submission entitled Too Many Words from a text message sent by Southwest Airlines.

“This was a text alert sent by Southwest Airlines to a traveler to let her know of a flight cancellation due to the weather,” said Chip Crane, Center for Plain Language board member and WonderMark lead. “Though not impossible to decipher, the volume of information and clutter on a phone screen makes this attempt at being helpful…UNhelpful."

To see a list of all WonderMark Awards finalists — including the winning documents and judges’ remarks — visit the [Center for Plain Language’s website.](http://link.rm0009.net/go/6pVDfHcaVvndyO3qHxgZdA2/)

“To see this type of communication from Southwest Airlines, known for its service and sense of humor is, of course, disappointing,” said Susan Kleimann, Center for Plain Language chair.  “We hope they’ll reach out to let us help them turn this communication around and make it better. Two companies have taken the chagrin of the WonderMark, worked with the Center to revise it, and won the TurnAround Award the next year. We hope Southwest Airlines will follow in their footsteps."

**The Center for Plain Language**, a non-profit organization, helps government agencies and businesses write clear and understandable documents. The Center supports those who use plain language, trains those who should use plain language, and urges people to demand plain language in all the documents they receive, read, and use. For more information and to become a member, visit: [centerforplainlanguage.org.](http://link.rm0009.net/go/6pVDfHCFfBtxbMXWuQezRg2/)