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BusinessWire



U.S. Bank Unites with Cincinnati Companies to Raise Awareness of Hispanic Consumers

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U.S. Bank, recently honored by LATINA Style magazine as one of the Top 50 companies for Latinas to work, has joined forces with the Hispanic Chamber of Commerce of Greater Cincinnati, the University of Cincinnati School of Business, LaVERDAD Marketing & Media, MidwestLatino.com, Qfact Marketing, CincyBusiness Magazine, the Spanish Journal and other corporate partners, in a campaign to raise corporate and community awareness regarding the needs and business opportunities that exist within the Hispanic consumer market.

"U.S. Bank is proud to be a partner of this important awareness campaign," said Carlos Amaya, vice president of multicultural programs for the Cincinnati region. "The growing Hispanic and Latino population in our region brings an urgency for corporations and nonprofits to come together to discuss ways in which we can all provide better services and products to this unique consumer segment. This seminar will not only provide an excellent roadmap for community leaders to follow, but an opportunity to unite on issues of diversity and inclusion."

"Understanding the Hispanic Market: Business Opportunity or Matter of Survival," comes to Cincinnati on Tuesday, Oct. 4, hosted by the University of Cincinnati College of Business. The event will take place from 9:00 a.m. to 4 p.m. at the Great Hall located in Tangeman University Center, located at 2766 UC Main Street in Cincinnati, Ohio on the main campus of UC. You may register online at www.laverdadmarketing.com, or by calling (513)891-1430. The cost is \$99 for corporations and \$49 for nonprofits, and includes breakfast, lunch, and an abundance of knowledge and networking opportunities. It is open to all members of the community.

The seminar, now in its third year, explores insights into the Hispanic consumer and what every organization should know about the U.S. Hispanic market. It highlights the dynamic changes occurring in the

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Hispanic market at a local, regional and national level. Participants learn what best-in-class companies are doing right to win the hearts of Hispanic consumers as well as potential employees, and how to deliver culturally and linguistically competent communications to the largest and fastest growing market segment in the U.S.

U.S. Bancorp (NYSE: USB), with \$204 billion in assets, is the 6th largest financial holding company in the United States. The company operates 2,383 banking offices and 4,877 ATMs in 24 states, and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. U.S. Bancorp is home of the Five Star Service Guarantee in which the company pays customers if certain key banking benefits and services are not met. U.S. Bancorp is the parent company of U.S. Bank. Visit U.S. Bancorp on the web at usbank.com.

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