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**Press Release**

Source: LaVERDAD Marketing and Media

## Toledo Corporations Unite to Raise Hispanic Awareness

Wednesday June 29, 12:26 pm ET

### Owens Corning, Fifth Third Bank, the United Way of Greater Toledo, El Tiempo Newspaper, the Toledo Port Authority, and Others Offer Business Seminar to Raise Hispanic Awareness

CINCINNATI, June 29 /PRNewswire/ -- Toledo-based companies Owens Corning, Fifth Third Bank, the United Way of Greater Toledo, the Toledo Port Authority, El Tiempo Newspaper, and the Toledo Chamber of Commerce are joining forces with LaVERDAD Marketing & Media, a nationally respected Hispanic marketing and research agency, PR Newswire, MidwestLatino.com, and BRAVO Magazine in a campaign to raise corporate and community awareness regarding the needs and business opportunities that exist within the Hispanic consumer market. The program takes place in Toledo on July 13 at the Owens Corning world headquarters located at One Owens Corning Parkway in Toledo.

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"We are proud to partner with LaVERDAD, the United Way of Greater Toledo, the Toledo Port Authority, BRAVO Magazine and others for the benefit of the Latino consumer and our community," said Robert W. LaClair, President and CEO of Fifth Third Bank in Northwest Ohio. "Sponsorship of this seminar is an opportunity for businesses such as ours to improve cultural competency. As a bank, we strive to better understand the needs and aspirations of the Latino community in order to meet our goal of being the bank of choice for Hispanic customers and employees. As a company, we take that one step further with our mission to exceed the expectations of both customers and employees."

The full-day seminar, "Understanding the Hispanic Market: Business Opportunity or Matter of Survival?" made its 2005 debut on June 24 in Dayton, Ohio, earning accolades from corporate sponsors such as MetLife, the United Way of the Greater Dayton Area, the Dayton Hispanic Chamber of Commerce, The Spanish Journal, MidwestLatino.com, LULAC, and Wright-Patt Credit Union, Inc.

The 11-city, five-state tour will also visit Pittsburgh, PA (Sept. 13), Akron/Canton, OH (Sept. 14), Lorain, OH (Sept. 15), Cincinnati, OH (Oct. 4), Louisville, KY (Oct. 7), Detroit, MI (Oct. 12), Columbus, OH (Oct. 14), Cleveland, OH (Oct. 21) and Indianapolis, IN (Oct. 28).

"I could not have been more pleased with this seminar," said Melanie Ennis, learning and development coordinator for MetLife Group Sales. "It absolutely provided a wealth of information that will directly impact how I conduct future business operations for MetLife. Not only did I gain a better understanding of our local Hispanic community and market, but also how to most effectively influence and communicate to this growing consumer segment. Most importantly, it allowed MetLife the chance to get to know the folks who make up LaVERDAD Marketing and Media. Their message is very informative and "user- friendly," and is presented in a way which

benefits companies and organizations of all sizes."

Now in its third year, the seminar 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 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 ethnic market segment in the U.S.

"The importance of effective services for our community is based on understanding," said Bill Kitson, President and CEO of United Way of Greater Toledo. "Whether it is businesses or nonprofit organizations, dynamic cultural communications are key, and we believe an increased understanding of the Hispanic culture, the fastest-growing population in our community, is paramount. We embrace this educational opportunity and are proud to join in sponsorship with LaVERDAD, the Toledo Port Authority, BRAVO Magazine, Fifth Third Bank and others to bring this important workshop to our community."

Participants may register for each event online at [www.laverdadmarketing.com](http://www.laverdadmarketing.com) or at MidwestLatino.com ([www.midwestlatino.com](http://www.midwestlatino.com)). The price of admission is \$99 (\$125 on day of event) for corporate executives and \$49 (\$75 on day of event) for nonprofit executives. The seminar price includes a continental breakfast and lunch.

"We are delighted that such great companies are joining us for our Toledo seminar," said Margarita De Leon, publisher and editor in chief for BRAVO Magazine, and principal marketing consultant for LaVERDAD. Ms. De Leon, a former Ohio Hispanic Businesswoman of the Year Award recipient and 2000 Ohio Women's Hall of Fame inductee, is a keynote speaker for the 11 city tour. "Our partners' commitment to community and diversity is being heard loud and clear in the Latino community and makes for a great partnership in bringing this important Hispanic awareness campaign to the Greater Toledo area," said De Leon.

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