***SAMPLE PRESS RELEASE FOR PARTICIPATING COMPANY***

***COMPANY Joins the Latino Worker Project, Offering Insights About the Future of Work***

Washington, DC – September 14, 2023 – COMPANY participated in the *Latino Worker Project*, new study by HR Policy Association of America’s largest and fastest growing ethnic group, which revealed that family, relationships and hard work are the key values that shape employment decisions by Latinos.

*The Latino Worker Project* spoke to over 150 Latino workers across 15 companies, including Latino employees of COMPANY about their views on what is important at work and how Latino culture influences attitudes and behaviors in the workplace. Based on these insights, the *Latino Worker Project* offers recommendations for other American employers to consider as they develop talent strategies for a changing workforce.

“We are proud to partner with HR Policy Association on this important project which yielded helpful insights about how Latinos see the employment value proposition. COMPANY is dedicated to diversity and inclusion…”

Latinos are projected to account for 78% of all net new workers between 2020 and 2030, and it is estimated that 20% of all workers will be Latino by 2030. This demographic transformation has major implications for America’s workforce. Employers will need talent strategies that leverage the vast potential of this labor pool. To meet this challenge, it is essential to recognize the wide variation in backgrounds and experiences that make up the tapestry of the Latino workforce. The *Latino Worker Project* examined five specific characteristics around the Latino worker - country of origin, regional differences, age, education, and labor force participation - to better understand the complexity of the Latino workforce and its impact on employers.

The *Latino Worker Project* revealed that there are core elements of Latino culture that influence Latino workers’ attitudes toward work, the experience in the modern organization, and most importantly, how employers can create a workplace where this emerging workforce can thrive. The *Latino Worker Project* also offers specific recommendations for companies to consider as they strive to recruit and retain this future important workforce.

In addition to offering recommendations, the *Latino Worker Project* aims to start a dialogue, one that is open to discovering a new way of addressing the challenge of creating equitable and inclusive workforces to fuel a new era of competitiveness for American companies. Latino workers are the future, and the *Latino Worker Project* found that large employers have what they want – good jobs, working with great people, that will help them create their own path to the American dream.

“COMPANY is always seeking insights to better engage our future talent and current employees… it is important to better understand the unique experiences, values, and backgrounds of individuals…. Latinos are the fastest-growing segment of the workforce, and contributing to Latino Worker Project was a win-win.”

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[Learn more about HR Policy Association’s *Latino Worker Project* and its findings here](https://www.hrpolicy.org/HRPolicy/media/Meeting/2023/09/Latino-Worker-Project-Report.pdf).

**COMPANY boilerplate**

**HR Policy Association** is the lead organization representing chief human resource officers of major employers. The Association consists of nearly 400 of the largest corporations doing business in the United States and globally, and these employers are represented in the organization by their most senior human resource executive. Collectively, their companies employ more than 11 million employees in the United States, over nine percent of the private sector workforce, and 20 million employees worldwide. They have a combined market capitalization of more than $8 trillion. These senior corporate officers participate in the Association because of their commitment to improving the direction of human resource policy. Their objective is to use the combined power of the membership to act as a positive influence
to better public policy, the HR marketplace, and the human resource profession. For more information visit [www.hrpolicy.org](http://www.hrpolicy.org).