LATINA Style Magazine Announces the 10 Year Anniversary of the LATINA Style 50

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WASHINGTON DC (**CapitalWirePR**) February 6, 2008 -- LATINA *Style* Magazine proudly celebrates the 10th Year Anniversary of the LATINA *Style*50 corporate evaluation program. The LATINA *Style* 50 Report is the most respected evaluation of corporate America's career development opportunities for Latinas, and sets the standard for corporate America's sensitivity to the needs and goals of professional Hispanic women in the workplace.

"We are proud to have reached a milestone for providing a national report that highlights those corporations which practice workplace diversity at the highest standards for our Latina professionals," says **Robert E. Bard**, president and CEO of LATINA *Style*. "This year I am particularly pleased to acknowledge those corporations that have made the Top 50 list every year since 1998: Aetna Inc., Allstate Insurance Co., American Express Co., Citigroup Inc., Colgate-Palmolive Co., Fannie Mae, General Motors Corp., IBM, Merrill Lynch, Principal Financial Group, The Procter & Gamble Co., State Farm Mutual Insurance Companies and Wachovia. These companies have truly shown a commitment to excellence and investment on their precious assets, the Latina professional."

Companies responding to LATINA *Style*'s questionnaire were evaluated based on issues that LATINA *Style* readers identified as most important to them in the workplace. Among the principal areas of evaluation were: number of Latina executives, mentoring programs, Latina board members, educational opportunities, alternative work policies, dependent/child care support, employee benefits, women's issues, job retraining, affinity groups and Hispanic relations. Evaluations for the 2008 annual report were based on 2007 data.

The number of Hispanic working women in the U.S. workforce exceeds seven and a half million and the numbers continue to rise. LATINA *Style* 50 companies employ 4,627,936 employees, of those 306,273 are Latinas, representing 6.6% of the total workforce of the selected companies.

The 2007 Company of the Year is New York based, PepsiCo. PepsiCo supports the development of its Latina employees through a myriad of networking groups like the Pepsi Latino Network and *Adelante*. Past Company of the Year winners since 1998 include Allstate, US West, SBC, Citigroup, Fannie Mae, Verizon, General Mills, Bank of America and McDonald's.

The awards ceremony honoring the 10th Year Anniversary and LATINA *Style* 50 Companies will take place on February 7, 2008 at the Renaissance Washington DC Hotel, 999 9th Street, NW, Washington, DC, 20001. For more information regarding the LATINA *Style* 50, please visit the magazine website at www.latinastyle.com.

THE LATINA *Style* 50 - 2007
Top 50 Companies

Aetna Inc. Aflac Incorporated Alcatel-Lucent Allstate Insurance Company American Airlines American Express Company AT&T Bank of America BNSF Railways Company Citigroup Inc. Colgate-Palmolive Company Comcast Corporation Consolidated Edison Company of New York, Inc. Credit Suisse Chrysler Corporation Darden Restaurants Fannie Mae General Mills, Inc. General Motors Corporation HSBC-North America IBM JPMorgan Chase Kellogg Company Kraft Foods, Inc. Liz Claiborne Inc. Macy?s Inc Marriott International, Inc. MasterCard Worldwide McDonald?s Corporation Merrill Lynch MGM Mirage Morgan Stanley New York Life Insurance Company Northern Trust ***PepsiCo, Inc. - Company of the Year 2007*** Principal Financial Group Procter & Gamble Prudential Financial, Inc. Qwest Communications Intl., Inc. SODEXHO, INC. Southern California Edison State Farm Mutual Insurance Companies The Coca-Cola Company Union Pacific Railroad Company USAA Verizon Communications, Inc. Wachovia Wal-Mart Stores, Inc. Wells Fargo & Company Xerox Corporation

Honorable Mention Companies

Bausch & Lomb Freddie Mac Sprint Nextel Corporation UnitedHealthcare, Inc. United Technologies Corporation

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CONTACT:

Robert E. Bard
(703) 312-0904
robert@latinastyle.com

1701 Clarendon Blvd. Suite 100, Arlington, VA 22209