

## Colgate-Palmolive Honors Hispanic Heritage Month with Annual Haz la U<sup>™</sup> Educational Grant Program for Latino Students

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NEW YORK, NY – In partnership with Hispanic Heritage Foundation (HHF), Colgate-Palmolive is celebrating Hispanic Heritage Month with its annual *Haz la U<sup>™</sup>* (Make the U ) educational grant program. Now in its ninth year, the initiative promotes the importance of higher education among Latinos. Through its community service category, Colgate will support the HHF's Youth Awards Program honoring 31 community-minded high school seniors who have demonstrated excellence in volunteerism and leadership in 10 regions across the nation.

Eligible students can apply for grants via [Colgate.com/HazLaU](http://Colgate.com/HazLaU) through October 15, 2017. Winners will be selected by the Hispanic Heritage Foundation based on their academic excellence and dedication and demonstration of leadership within their community.

While, Hispanic college enrollment continues to rise — more than tripling over the last 20 years — Latinos still lag behind other ethnic groups in degree attainment, according to Pew Research Center. Often reporting a lack of financial resources, Hispanics are less likely to enroll in four-year schools, opting instead for two-year community colleges or as a part-time student in order to maintain a paying job.

To encourage and inspire more Hispanic students to pursue a higher education with financial support, Colgate is featuring former *Haz la U<sup>™</sup>* national grant recipient Henry Rosas in a new documentary video, available in English and Spanish, on Colgate's YouTube channel, [www.youtube.com/ColgateOralCare](http://www.youtube.com/ColgateOralCare).

"Going to college has always been a dream of mine," said Rosas, a first-year student at Yale University. "The *Haz la U<sup>™</sup>* grant will be a huge relief, allowing me more time to focus on my studies instead of tuition payments."

Henry is the first in his family lineage to attend college. A son of two immigrant parents from Mexico and growing up in West Phoenix, Henry struggled with expressing his culture. Embodying the Colgate culture of caring, teamwork and continuous improvement, Henry hopes to create a change in the world and be the voice for those who feel they can't speak out for themselves.

More information about *Haz la U<sup>™</sup>* and application guidelines are available at [www.colgate.com/hazlau](http://www.colgate.com/hazlau).

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**WHERE :**

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About Colgate-Palmolive Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal Balance. For more information about Colgate's global business, visit the Company's web site at <http://www.colgatepalmolive.com>. To learn more about Colgate Bright Smiles, Bright Futures® oral health education program, please visit <http://www.colgatebsbf.com>. About HHF The Hispanic Heritage Foundation "a nonprofit established by the White House in 1987" inspires, prepares, and connects minority leaders in the classroom, community, and workforce to meet America's priorities. HHF also promotes cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions. HHF is headquartered in Washington, DC, and Los Angeles with satellite workspaces in New York, Silicon Valley, San Antonio, and Miami (Visit [www.HispanicHeritage.org](http://www.HispanicHeritage.org)).