

**Procter & Gamble, its Orgullosa Program and Hispanic Scholarship Fund Partner in Their Efforts to Raise Awareness on the Importance of Higher Education**  
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*In recognition of November as national scholarship month, P&G and Orgullosa will provide scholarships to help increase enrollment among Hispanics in STEM related fields*

Procter & Gamble (P&G) and its Orgullosa program are working with the Hispanic Scholarship Fund (HSF) to support Latino students pursuing STEM (Science, Technology, Engineering and Mathematics) careers and empower the community with the needed financial and educational resources so they can achieve their scholastic dreams.

Data shows that Hispanics are underrepresented in STEM related fields, where they comprised only 5.9 percent of life, physical and social scientists, 5.7 percent of workers in computer and mathematical occupations and 6.4 percent of engineers<sup>1</sup>.

Moreover, these careers represent the largest job opportunities in the upcoming years: according to the U.S. Bureau of Labor Statistics, employment in professional, scientific, and technical services is projected to grow by 29 percent, adding about 2.1 million new jobs between 2010 and 2020.

P&G and Orgullosa believe a college education, combined with an enterprising spirit and strong work ethic can open a world of possibilities, but barriers – such as the lack of financial resources – still keep many deserving Hispanics from achieving their higher education goals.

“P&G and Orgullosa share HSF’s passion to support the advancement of our Latino community on the road to success. That is why for more than 25 years P&G has partnered with HSF, contributing over \$4 million nationally. Our commitment to HSF comes both in the form of financial contributions and the personal involvement of our employees and executives. But in the end, our impact is best measured in the lives that have been touched by the opportunity of pursuing a college education,” said Melanie Healey, P&G Group President, North America.

Understanding that education is an empowering tool to help the community seize their limitless potential, this year P&G and Orgullosa are donating \$120,000 to HSF for scholarships to be awarded for school year 2013-2014 in an effort to increase enrollment among Hispanics in STEM related fields.

“As a company that serves a diverse consumer base, Diversity & Inclusion is a top priority to us. That’s why P&G and Orgullosa are committed to supporting the Latino community and are sensitive to the fact that often Hispanic students who wish to pursue studies in these areas unfortunately can’t afford to pay for a college education,” said Valentina Sanchez, Orgullosa Brand Manager.

“Our data shows that only 13 percent of Latinos have a 4-year college degree, and this is simply not acceptable. We are grateful for P&G and Orgullosa’s support in our mission to make a difference and increase the number of Hispanic college graduates overall and especially in STEM related fields, by providing them with the resources and financial assistance they need,” said Frank D. Alvarez, President and CEO of the Hispanic Scholarship Fund.

P&G and Orgullosa are inviting consumers to help them and HSF in their efforts to raise awareness on the importance of education by visiting and “liking” the [Orgullosa Facebook page](#). There they can also find more information on how to apply for the P&G/Orgullosa – HSF STEM scholarships.

### **About Orgullosa**

Orgullosa is a P&G- owned program that celebrates Latinas and empowers them to feel confident about their personal appearance, style and homes by offering solutions that satisfy their beauty and household needs through a variety of trusted brands, including Olay®, Secret®, Venus®, Pantene®, CoverGirl®, Natural Instincts®, Crest®, Always®, Tide®, Downy®, Bounty®, Charmin®, Febreze®, Gain®, Pampers®, and Dawn®.

## **About HSF**

Founded in 1975, the Hispanic Scholarship Fund is the nation's leading organization working to address the barriers that keep many Latinos from earning a college degree. HSF envisions a future where every Latino household will have at least one college graduate, creating an enduring impact on the college outlook of Latino families nationwide, and strengthening the American economy for generations to come. For more information about the Hispanic Scholarship Fund please visit: [www.HSF.net](http://www.HSF.net).

## **About Procter & Gamble**

P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

<sup>1</sup> Department for Professional Employees. 2012 Fact Sheet: The Stem Workforce: An Occupational Overview

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