



## **Partnerships and Investments in the Hispanic Community**

We were the first company in the country to create economic development pacts aimed at increasing opportunities for Hispanic businesses and investment in Hispanic communities. We've invested more than \$1 billion in corporate contributions, banking and financial work, procurement, advertising, marketing and public relations. And we always work to ensure that Hispanic employees receive support and have the ability to influence the decision-making process.

MillerCoors is the only brewery in the country that has an Economic Partnership Agreement with the Hispanic Association on Corporate Responsibility (HACR), a coalition of 13 Hispanic non-profits aimed to jointly support the development of Hispanic communities and inclusion in areas like Procurement & Supplier Diversity, Workforce and Leadership Development, Marketing and Advertising, Community Contributions, Distributorships, and Corporate Board Representation.

Very importantly, we work to increase opportunities for Latinos through education and leadership-training opportunities.

### **¡Adelante! U.S. Education Leadership Fund**

We partnered with the Hispanic Association of Colleges and Universities (HACU) in 1993 to establish a college education degree program that is now the ¡Adelante! U.S. Education Leadership Fund. The Fund offers a unique three-tiered model for investing in Latino students through scholarship, internship, and leadership training programs. The goal of the ¡Adelante! Fund is to inspire the best and brightest Latino students to graduate and to lead. Every student who has participated in this program has either earned a bachelor's degree or is actively pursuing a master's degree.

### ***Líderes***

*Líderes* was launched in 2006 to showcase Hispanic leaders. Phase one included national and local print ads highlighting selected Hispanic community leaders. The second phase of the project, launched in 2007, provided Gallup leadership training to more than 500 Hispanic leaders around the country. The leaders in the print ads and in the leadership training workshops are as diverse as the Hispanic community itself.

### **MillerCoors Urban Entrepreneurs Series**

The award-winning MillerCoors Urban Entrepreneurs Series (MUES) responds to the needs of adults, ages 21 and older, who want to achieve economic empowerment through entrepreneurship. Since 1999, we have given hundreds of aspiring entrepreneurs access to expert advice and the tools that they need not only to advance in or win our annual business plan competition but to succeed in obtaining financial resources that will help them take their business to the next level. Outstanding urban entrepreneurs like filmmaker Spike Lee, entertainment mogul Russell Simmons, and radio leader Cathy Hughes, have each given our aspiring entrepreneurs the real-world advice that they needed to develop a winning strategy to succeed in their business of choice.