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FOR IMMEDIATE RELEASE

The Hispanic Association on Corporate Responsibility (HACR) Responds To Derogatory Remarks By Donald Trump, Reiterates For Companies To #KnowUsOrLoseUs

Washington, D.C. (July 1, 2015) – [The Hispanic Association on Corporate Responsibility](#) (HACR) denounces the statements made by Donald Trump during his New York City press conference on June 16 and his subsequent “double-down” statements in recent days. His remarks about Mexican Americans and immigrants were insulting, offensive, and disparaging to Hispanics and all who know the truth about the long and positive history of Hispanic contributions in the U.S.

“Donald Trump is a living breathing example that personal wealth does not equate to personal intelligence,” said Cid Wilson, President and CEO of HACR. “Mr. Trump’s statements were not only offensive and ignorant, it was also inaccurate and irresponsible. He has had numerous opportunities to apologize for his anti-Latino remarks and instead has doubled-down on his rhetoric.”

“We want to thank Univision Communications and Comcast Corporation, the parent company of NBC Universal, for doing the right thing by ending their business relationships with Donald Trump. We call on all other corporations with existing relationships with Donald Trump or his businesses, including Macy’s Inc., to end their relationships with Mr. Trump,” concluded Wilson.

HACR and its 16-member coalition of organizations will not host any future conferences or events at Trump properties. We call on Corporate America to exercise positive corporate social responsibility by not conducting any business activities at Trump properties worldwide.

Hispanic employees and consumers will associate with corporations who demonstrate a clear commitment to diversity, inclusion, and engagement. Donald Trump has made the decision to isolate himself from the Hispanic community with his derogatory remarks. That decision will prove to be financially and politically damaging to him and his businesses. Corporations must distance themselves from Mr. Trump to avoid the risk of brand association.

HACR reiterates the importance for Corporate America and corporate leaders to **#KnowUsOrLoseUs** as a community. Hispanics represents nearly 55 million consumers with nearly \$1.5 trillion in buying power. We are among the fast-growing communities with an economic power that ranks us as the 14th largest economy in the world.

HACR will host a press conference today at 10:00am ET at the National Press Club in Washington, DC to further address our statement. For more information on HACR visit our website www.hacr.org, follow us on social media [Facebook](#), [LinkedIn](#), on Twitter [@HACRORG](#), and viewing our videos on [YouTube](#).

About the Hispanic Association on Corporate Responsibility

Founded in 1986, the [Hispanic Association on Corporate Responsibility \(HACR\)](#) is one of the most influential advocacy organizations in the nation representing 16 national Hispanic organizations in the United States and Puerto Rico. Our mission is to advance the inclusion of Hispanics in Corporate America at a level commensurate with our economic contributions. To that end, HACR focuses on four areas of corporate social responsibility and market reciprocity: Employment, Procurement, Philanthropy, and Governance.

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