



Ogilvy & Mather salutes National Hispanic Heritage Month with fourth annual La Feria

La Feria: “El Barrio” Embraces Latin Culture and Ogilvy Spirit

NEW YORK—October 4, 2012 — In honor of Hispanic Heritage Month, Ogilvy & Mather’s Latino professional network, LatinRed, hosts its fourth annual La Feria (the fair) for employees, clients and the neighboring community. The event, held at Ogilvy’s global headquarters in Manhattan, begins at 4:30 pm and runs until 7:00pm.

This year’s theme, “El Barrio,” pays tribute to the Latino immigrants that came to the United States and reshaped many of America’s neighborhoods, creating a vibrant culture with music, art and traditional foods from all over Latin America and the Caribbean. Areas such as Spanish Harlem in New York City, Pilsen in Chicago and Little Havana in Miami are rich in history. Throughout the evening, an anticipated 500 attendees will explore and experience various Latin cultures from around the world, and within the Ogilvy network in a neighborhood setting.

“With each La Feria, LatinRed brings a new experience to the entire agency. They provide a multi-dimensional view of the many different cultures that make up Latin America”, said Jaime Prieto, President, GBM and Executive Sponsor of LatinRed. “El Barrio builds off last year’s Carnival of Creativity bringing a new way for the agency and our partners to participate in this annual event.”

Sponsors include: Copacabana Supper Club, British Airways, Atomicus Films, Ballet Hispanico, Dister NYC & Gusto NYC, Mira Nectars, Brazil Ahead, Cuba Restaurant, **Latin Heritage Cards**, Ink48, Staples Advantage, Santa Teresa Rum, and Dove.

“The annual La Feria at Ogilvy & Mather New York is one of the most anticipated events hosted by our employee networks during the year, recreating the actual “fair” experience in our own offices,” said Donna Pedro, Chief Diversity Officer at Ogilvy & Mather North America. “I am extremely proud of what our growing Ogilvy LatinRed team has accomplished over the past four years.”

Ogilvy clients in attendance include: American Express, The Coca Cola Company, Ikea, Unilever, Ink48, and affinity groups such as VIACOM, CNN, UPS, PSE&G, HISPA, Ogilvy Diversity Advisory Board, among others.

About LatinRed and Professional Networks @ Ogilvy

LatinRed is part of the Ogilvy Diversity Council's (ODC) Professional Networks, a set of employee resource groups enabling active participation to support Ogilvy's Diversity & Inclusion Strategy. Now in its fourth year, in addition to LatinRed, the ODC also consists of RedLotus (Asian Community), Black Diaspora (Black Community), Ogilvy Pride (LGBT Community), Ogilvy Doonya (Muslim Community), Working Parents, Administrative Professionals, Young Professionals, and Women's Leadership Network. The Professional Networks provide a formal link between diverse employee groups, clients, the community and senior management. This past year, Ogilvy introduced OgilvyCULTURE a cross-culture strategic communications practice within the organization that embodies all of the professional networks. Further, giving each its own unique voice, it offers employees a chance to deepen their engagement and grow both within and for the organization.

About Ogilvy & Mather

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