



**December 4, 2019 - The Hispanic Business Center, Hispanic Corporate Council of Atlanta and the Association of Latino Professionals for America, announces The Coca-Cola Company as the B/ERG Southeast Competition Winner for 2019**

The Hispanic Business Center (HBC), the Hispanic Corporate Council of Atlanta (HCCA) and the Association of Latino Professionals for America (ALPFA) is proud to announce *The Coca-Cola Company* as the Southeast's top Latino Business/Employee Resource Group (B/ERG) during the 2019 GHCC Hispanic Business Conference and Expo - Southeast B/ERG Corporate Competition in Atlanta, GA. *Delta Air Lines* and *Cox Communications* were recognized with the second and third place, respectively.

This second annual event brings together B/ERGs from the Southeast to share best practices and provide compelling results on the value of diversity in corporate America, a key component of the GHCC Hispanic Business Conference and Expo. B/ERGs serve as a critical asset to corporations in their efforts to inform corporate strategies, develop talent, expand consumer segments, and recruit the best and brightest employees.

"On behalf of The Hispanic Business Center, I am pleased to announce The Coca-Cola Company as the winner in our Second Annual Southeast Corporate Competition", said Gabriel Vaca, Executive Director of the Hispanic Business Center. "Coca-Cola – Hispanic Leadership BRG enables The Coca-Cola Company to capture the business opportunity and accelerate growth in the US Hispanic market by recruiting, retaining and developing the best Hispanic talent and by sharing Hispanic culture and insights across the organization. It is for that reason that we are pleased to recognize them as the winner in our Southeast Hispanic B/ERG Corporate Competition for 2019.

Through partnership and collaboration, The HBC, the HCCA and ALPFA recognize the growing importance and value of business/employee resource groups (B/ERGs). B/ERGs are increasingly demonstrating that they have an impact on employee engagement, community outreach, insight into our community's businesses and most importantly, contributions to the achievement of business goals.

About the HBC - The Hispanic Business Center is a leading enabler of economic growth for Hispanic businesses in the Southeast, providing educational workshops and access to resources. The HBC is a subsidiary of the Georgia Hispanic Chamber of Commerce. [www.ghcchbc.org](http://www.ghcchbc.org)

About the HCCA - The HCCA is a consortium of 41 local affinity groups for Hispanic professionals that convene to collaborate, share best practices for employee engagement, celebrate accomplishments, to highlight community advocacy, and to champion Latino talent. <http://hispaniccorporate.com/>

About ALPFA - It is a leading organization of Hispanic professionals and leaders in the greater Atlanta area. <https://www.alpfa.org/page/atlanta>