



To whom it may concern:

Colgate-Palmolive and the Hispanic Scholarship Fund are happy to announce the return of the **"MAKE THE U" (HAZ LA U) Scholarship Program** for the third year in a row and we want you to share this exciting news with your Hispanic students!

As part of **Colgate-Palmolive's** commitment to the U.S. Hispanic youth, we are honored to be partnering with the **Hispanic Scholarship Fund** during 2012's Hispanic Heritage Month with the sole purpose of encouraging young Hispanics to **"MAKE THE U" (HAZ LA U)** and get them on the path to higher education.

This year, a total of 15 grants will be awarded:

- The Grand Prize winner will win a \$15,000 Educational Grant
- 14 Second Place winners will receive a \$2,500 Education Grant each

Students will need to log on to: www.colgate.com/hazlau and follow the application process to submit 3 short essays of 500 words or less on a selection of topics. It's that simple!

We would greatly appreciate your support in helping us get the word out and encouraging Hispanic students to submit their essays and go for the Grand Prize!

Enclosed please find a poster and a fact sheet that we encourage you to display in a prominent space in your school.

Applications are being accepted from September 1st through December 31st, 2012. For more information on the program please call: 877.473.4636, or visit: www.colgate.com/hazlau

By giving our young the proper tools to pursue a higher education, we ensure a brighter future not only for them, but for their families, communities, and the country as a whole.

Thank you for your help and support!

Colgate-Palmolive and Hispanic Scholarship Fund