

HISPANIC HERITAGE FOUNDATION PARTNERS WITH LYFT TO ADVANCE WORKFORCE DIVERSIFICATION

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Washington, DC - The Hispanic Heritage Foundation (HHF) and Lyft have announced a partnership focused on increasing workforce diversification. Through sourcing, public awareness, education campaigns and policy advocacy, advanced ridesharing will promote economic opportunity and increase access to transportation in the Latino community.

HHF and Lyft will work closely to develop new talent for Lyft's growing pipeline. Together, HHF and Lyft will match qualified candidates with technical and non-technical roles at Lyft. Workforce development programs will be hosted at the Lyft HQ in San Francisco which will provide exposure to underrepresented communities in the tech industry across all experience levels.

Leveraging HHF's robust network of more than 100,000 Latinx talent, HHF will work with Lyft to diversify their workforce through a "delivery system" of talent. The primary goal is to develop a sustainable and diverse workforce pipeline. HHF prepares potential candidates for the workforce by tailoring the process and creating a unique recruiting system for our partners.

"The Hispanic Heritage Foundation is thrilled to partner with Lyft, a leader in community ridesharing," said Antonio Tijerino, President and CEO of the Hispanic heritage foundation. Lyft not only improves people's lives through economic opportunity but wants to make sure that company's employees reflect their valued drivers and customers."

"At Lyft we recognize the tremendous value in building authentic, meaningful relationships with the communities we serve. We're excited to partner with the Hispanic Heritage Foundation to activate the limitless talent potential of Hispanic and Latino communities in our country," said Tariq Meyers, Lyft's Head of Diversity and Inclusion.

About Hispanic Heritage Foundation

The Hispanic Heritage Foundation inspires, prepares, positions and connects Latino leaders in the classroom, community and workforce to meet America's priorities including in tech, finance, entrepreneurship, and other fields. HHF also promotes cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions. HHF is headquartered in Washington, DC, and Los Angeles with satellite offices in Miami, New York, Silicon Valley, and now Mexico City. Learn more at www.hispanicheritage.org. Follow the Hispanic Heritage Foundation on Facebook and Twitter.

About Lyft

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation. Lyft is the fastest growing rideshare company in the U.S and is available to 95 percent of the US population. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.

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WHEN : 2017-10-18 09:35:48

WHERE :

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