

## [2013 - October 15, 2013\)](#)



One in five Millennials living in the US is Hispanic, and while Hispanic Millennials share similarities with the rest of their generation, they are a dynamic group of individuals with diverse backgrounds and distinct traits. If you're not investing resources to reach 20% of your consumer target, perhaps it's time to reevaluate your approach... *a PR Week column by Annette González-Malkin, vice president, Hispanic strategies and solutions at Hunter Public Relations.*

**Link:** <http://www.prweekus.com/hispanic-millennials-one-size-doesnt-fit-all/article/304815/>



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