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## **Doral Launches Community Program in Collaboration with Ricky Martin Foundation**

San Juan, Puerto Rico-May 18, 2010-- Doral announced the launch of its new community program, **Se Trata**, in collaboration with **Ricky Martin Foundation**, whose objective is to create social awareness on human trafficking, a crime which threatens against the security and the future of children and young people in Puerto Rico.

Both entities have joined forces with the purpose of providing continuity to the findings revealed by the study titled, **Human Trafficking in Puerto Rico: An Invisible Challenge**, conducted by the **Ricky Martin Foundation**, the **University of Puerto Rico** and **John Hopkins University**, and sponsored in part by Doral.

“As a community bank, our commitment is greater than tending to the communities’ financial needs, it’s getting involved with them, helping them grow, and giving them something special. As part of this commitment, we feel the responsibility of taking action to protect our children, offering them opportunity of having a better quality of life”, said Glen Wakeman, CEO and President of Doral Financial Corporation.

Doral’s sixth community program, **Se Trata**, consists of a seven-month awareness campaign, which includes print, television, Internet, and radio. The campaign’s call to action, ‘*Protegerlos nos toca a todos*’ encourages the public to visit Ricky Martin Foundation and Doral’s website to educate themselves about this crime, known as 21<sup>st</sup> Century Slavery.

“The Ricky Martin Foundation appreciates Doral’s commitment towards our mission to eradicate this crime which threatens against the human dignity of our children and youngsters”, added Bibiana Ferraiuoli, RM Foundation’s Executive Director.

The community program will also have a series of workshops which will take place during the month of June, in order to train target groups on the prevention, protection and prosecution regarding human trafficking. Initial groups to take the workshops at **Doral's Leadership Center** will be educators, non-government organizations, government officials, and media representatives. As part of the education the different groups will receive, educational material from **UNICEF**, which has also joined us in this great effort.

In addition, leadership trainings sessions for children and young people will be given in Doral's Leadership Center to students of Ricky Martin Foundation's Centro Integral, partially operating in Loíza.

"**Doral** is proud to be able to share its **Leadership Center** with its communities. The Center was created by our CEO with the vision of increasing Doral associates' leadership skills. It deeply pleases us to serve as facilitators for expanding the knowledge of this topic throughout our communities, but above all, for the protection of our children and young", said Lucienne Gigante, Doral's Public Relations and Community VP.

### **A product for a cause**

In order to strengthen this initiative, Doral will develop a product to empower children, as well as a fundraising tool in benefit of the Ricky Martin Foundation.

The product launch will be a part of the second phase of the campaign, which will also present further steps to continue creating awareness.

### **On Doral's community programs**

In the past two years, Doral has launched high impact community programs such as Ruta Pink, domingos, dmuseo, dparques and dhogares. These programs have been recognized and awarded both locally and internationally by their initiative, uniqueness and effects on social responsibility.

For additional information, access **doralbank.com/community** or **rickymartinfoundation.org**

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