Press Release

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Latina Equal Pay Day to be Observed During Hispanic Heritage Month
Latinas face the largest pay gap than any other demographic group

San Diego October 4, 2023: October 5, 2023 is Latina Equal Pay Day. This year, the date was moved to observe it during Hispanic Heritage Month. Various studies show Latinas make between 52 and 57 cents for every dollar white men make. Regardless of education levels and sectors, the Latina pay gap is consistent and ubiquitous. We call on leaders in San Diego County to join the call for wage equity. It is time.

MANA de San Diego advocates for Latina leadership and representation in San Diego. MANASD established the Latina Success Leadership Program (LSLP) in partnership with the Center for Creative Leadership (CCL), a top global leadership institute to create a pipeline for Latina leadership talent in San Diego. Recently, CCL published a research blog post "Latinas Leading Change: A Case Study of Leadership Development for Community Impact" https://cclinnovation.wpengine.com/news-posts/latinas-leading-change-a-case-study-of-leadership-development-for-community-impact/. Among the findings, nationally Latinas make up 1.6% of Fortune 1000 senior executives. Latinas face discrimination and need to work harder to gain credibility. The lack of representation and role models in corporations can lead to isolation and burnout. Latinas can also face cultural taxation, which involves higher expectations for employees of color to serve on committees and task forces related to EDI. Corporations must ensure there are supportive managers who care about their employees' development.

"Latina Equal Pay Day serves as a reminder of the substantial progress Latinas have achieved in the workforce, education sector, and political landscape. However, it underscores the persistent wage gap we face. As essential workers, dedicated childcare providers, and thriving business owners, Latinas play pivotal roles in our society. It is imperative that employers not only recognize but also value Latinas equally for all our contributions. Moreover, we must work diligently to increase Latina representation in leadership positions, ensuring a more equitable and inclusive future." - San Diego County Supervisor and Chairwoman Nora Vargas.

"Latinas working full time, year-round face lifetime losses in excess of $1 million, Latinas would have to work well into their 90s to make what their White male counterparts make by age 60. It is a shame that in 2023, we are having to deal with such stark pay inequities." Arcelia Magaña, Attorney and President of the San Diego La Raza Lawyers Association and LSLP alumna.

"Is time to speak up and demand what we deserve, equal pay for our contributions. Pay inequities impact all careers including Human Resources." Maria Benitez, MANA National Board member, MANA de San Diego Vice President, and LSLP alumna.

On Latina Equal Pay Day, Latinas all around the country and their allies will join a social media storm to create awareness of the Latina pay gap. Hashtags: #LatinaEqualPay #LatinaEqualPayDay #Pagame

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MANASD is the largest chapter of a national Latina organization. The mission of *MANA* is to transform communities by empowering Latinas to achieve upward mobility and a better quality of life. For more information: www.manasd.org