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## LATICRETE Donation Helps Make a Dream Come True



***For immediate release*** – LATICRETE®, a world leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, recently made a generous donation towards tuition in the People to People Student Ambassador Program for 13-year-old Jacob Hawes of Prospect, Connecticut.

Hawes, about to enter the eighth grade, was working hard to raise the necessary funds to participate in the 20 day, five country tour of Europe with close to 40 other student ambassadors, when an email chain in his name reached LATICRETE headquarters in Bethany, Connecticut. To Hawes' "surprise," LATICRETE stepped to the plate and quickly became his largest contributor, despite his having no direct ties to LATICRETE or any of its employees.

In an email addressed to "Friends at LATICRETE," Hawes wrote: "I wanted to thank you so much for your generous donation towards my tuition. I was very surprised that your company was so willing to give so much to a student who has no relatives working in your company and isn't even in the same school district. LATICRETE is an amazing company and I'm so grateful for the opportunity that you helped make in to a reality for me. It was a great learning experience that I will never forget."

During his 20 day trip, Hawes visited Italy, Austria, Switzerland, France and Germany, where he spent two days living with a host family in Munich. In Paris, just prior to the groups last dinner together, Hawes and fellow ambassadors waved the LATICRETE flag for a picture perfect moment in front of the Eiffel Tower.

“I was really impressed that LATICRETE made such a generous donation to someone with no ties to the company whatsoever,” said Jacqui Hawes, Jacob’s mother. “It speaks volumes about how much they care about their community.”

The People to People to Student Ambassador Program was founded in 1956 by President Dwight Eisenhower, who believed that ordinary citizens of different nations, if able to communicate directly, would solve their differences and find a way to live in peace. Since that time, the organization has been dedicated to the mission of promoting world peace through increased understanding between citizens of the world, and thousands of students have had the opportunity to explore the world in the name of peace.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE, LATAPOXY and the Laticrete logo are registered trademarks of LATICRETE INTERNATIONAL, Inc.