



HUNTER:

DIVERSITY IN ACTION NEWSLETTER

APRIL

**SPRINGING INTO
NEW PERSPECTIVES**

This month, we are inspired by the springtime energy of reflection and renewal to continue to strengthen our DEI efforts. April brings us an abundance of celebrations and learning moments - from religious holidays and Earth Day to Arab American Heritage and Autism Awareness.

Read on to learn how HUNTERs celebrated Passover and Easter, get curious about client work that supports sustainability, and further your own journey in allyship.

WORDS THAT MATTER - ACCOMPLICE

By now, we've all heard the term "ally" as someone who makes the commitment and effort to recognize their privilege and work in solidarity with oppressed groups. An ally may have more privilege and recognize that privilege in society.

But what is an "accomplice"? In the context of equity, an accomplice is a person who takes allyship a step further and knowingly, voluntarily, intentionally, or directly challenges institutionalized oppression by blocking or impeding bigoted people, policies, and structures. The actions of an accomplice are coordinated, and they work to disrupt the status quo and challenge systems of oppression. In short, "becoming an accomplice is the true goal of allyship".



How can you become an accomplice to those you work with or interact with daily?

Check out these resources to learn more:

- [Whiteaccomplices.org](https://whiteaccomplices.org)
- [What's the difference between an ally and an accomplice?](#)

WORK THAT MATTERS

Just in time for Earth Day on April 22nd, we're proud to share some client work that reflects our values of sustainability and supporting underrepresented communities in the fight for environmental equity.



ZYRTEC RELEAF PROJECT

With a mission to be a greener allergy brand, the HUNTER team saw an opportunity to extend the ZYRTEC Brand's sustainability commitments even further, going "beyond the pill" to develop a purpose-led initiative, bringing relief to communities and Mother Earth.

In examining issues affecting allergy sufferers and our planet, climate change was at the top of the list. The team uncovered that one of the most natural ways to curb rising temperatures is by planting trees; they fulfill our basic needs, such as breathing fresh air, cooling neighborhoods, and reducing heat-related illnesses. However, due to decades of redlining and other discriminatory policies, trees are often sparse in neighborhoods with more low-income families and people of color.

To help advance tree equity and foster a better, healthier planet for all, the HUNTER team established the ZYRTEC® ReLEAF Project in partnership with conservation nonprofit American Forests. Through a multi-year commitment, the team has been working to bring tree equity to historically excluded communities, including the Phoenix, AZ, Detroit, MI, and Washington D.C. areas.

ASTRAL TEQUILA

Astral Tequila believes that the more good energy we put into our world, the more good energy goes around, so each bottle produced continues the cycle of giving back. Through the [Adobe Brick Project](#), Astral upcycles our spent agave fibers into adobe bricks to build homes, all while reducing landfill waste by making the most of the agave plant.

This Earth Day, Astral Tequila is proud to announce that the bricks we create will be used for the construction of 10 homes for those in need in our local communities in Jalisco, Mexico.

The Astral Tequila team is thrilled to bring our 'This Round's For The House' initiative to life, not only spotlighting the amazing work of Director of Sustainability Martha Cardoso and her team, but also honoring our community and building a brighter future together.



HUNTER SPOTLIGHTS

Many HUNTER staff participated in Easter and Passover celebrations earlier this month. Here we asked a few to share a bit about their favorite holiday traditions.

LAUREN ANDERS – ACCOUNT EXECUTIVE



My favorite Passover tradition was finding the Afikomen with my cousins after Seder! Growing up in a loud, large, and crazy Jewish family, finding the “afie” (as we called it) was another reason to be competitive with my brother and all my cousins. When someone would find the hiding

piece of matzo, our prize was usually an extra meringue cookie, and a few dollars slipped to us under the dining table from our grandfather. As we’ve become older, it’s been such a joy to show our partners, nieces, nephews, and friends the family traditions we’ve created and have them take our place and find the “afie.” Happy Passover!

RYAN PARKER – ACCOUNT COORDINATOR



I don’t think I have a tradition per se, but my family cooks a lot of food after church, but I don’t really care for that to be honest. My favorite part of Easter is going to church and praying. It helps me feel closer to God. When I go home, it makes me reflect on how good we have it now. Also, being grateful for life and not taking things for granted, being able to appreciate our friends and family and everything we have now. Easter is exciting because of the obvious reason but it’s exciting and a humbling experience because lent just ended along with the fasting and

things we’ve abstained from. Being able to reflect on those little things we gave up, so we can get a glimpse of what Jesus went through, is truly humbling and is probably my favorite part about Easter – it just teaches you to be grateful for everything.

CRISTINA VAN ANGLIN - DIRECTOR, MEDIA

My brother-in-law is a pastor, so when we can, we love traveling to spend Easter with my sister and her family to attend their church! My favorite tradition is hosting Easter brunch - whether we are visiting family or celebrating at home, we host a brunch on Easter each year and invite anyone looking for a place to spend the holiday! This year, my husband and I are staying in Virginia Beach, so we'll attend our local church in the morning and are having friends & neighbors over in the afternoon.

