



LEAGUE of UNITED LATIN  
AMERICAN CITIZENS  
Midwest Region

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## MEDIA ALERT

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**FOR IMMEDIATE RELEASE**

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**May 20, 2016**

### **LEON'S FROZEN CUSTARD CANCELS MEETING WITH LULAC WISCONSIN**

#### **Franklin, WI –**

Representatives from the League of United Latin American Citizens (LULAC) of Wisconsin were scheduled to meet with Ownership of Leon's Frozen Custard at 2 p.m., Friday, May 20, 2016. Ownership informed LULAC of Wisconsin it was canceling the meeting. The reason stated for the cancellation was the need to have more time to confer with counsel.

Dr. Arturo Martinez, State Director issued the following statement:

“We are disappointed today's meeting with Leon's Frozen Custard Ownership was cancelled. LULAC of Wisconsin has been working in good faith trying to resolve this issue. LULAC of Wisconsin believes that strong communities are the result of mutual respect between people in the community and those who conduct business in the community. As we have stated from the beginning, it is important for Mr. Schneider to review his personnel policies with counsel, to ensure they are in compliance with EEOC guidance and civil rights law. LULAC of Wisconsin remains committed to working towards an amicable resolution. This being said, the longer this situation continues unresolved, the more difficult it will inevitably become to find an amicable resolution.”

#### **About LULAC:**

*The League of United Latin American Citizens (LULAC) is the nation's largest and oldest membership based organization with over 1,100 councils and 135,000 members in the United States and Puerto Rico. The Mission of the League of United Latin American Citizens is to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States.*

For more information visit [www.LULAC-Wisconsin.org](http://www.LULAC-Wisconsin.org) or call 414-421-4380.

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