

Western Union and Western Union Foundation Partner with UNICEF on PASS Initiative to Provide Young People with Access to Quality Education

AMSTERDAM, May 14 /CSRwire/ - The Western Union Company (NYSE: WU), a leader in global payment services and Global Partner of the UEFA Europa League, and the Western Union Foundation, today announced they will collaborate with UNICEF, the world's leading international children's organization. Western Union's PASS Initiative turns every successful pass in the UEFA Europa League competition into funding that supports education for young people around the world.

(Video) Western Union and Western Union Foundation Partner with UNICEF on PASS Initiative to Provide Young People with Access to Quality Education

The PASS initiative is fronted by former international football star Patrick Vieira. It started during the Group Stage of the UEFA Europa League Season 2012-13, which kicked off on September 20, 2012. The season concludes May 15, 2013 with the UEFA Europa League Final 2013 between Chelsea FC and SL Benfica at the Amsterdam ArenA.

The PASS initiative is expected to run for the three years of Western Union's sponsorship of the UEFA Europa League until 2015. Through the program, Western Union is committed to supporting education in select countries around the world.

The collaboration with UNICEF will initially focus on education programs in Nigeria, Jamaica and Turkey. Funding will support UNICEF projects including teacher training and curriculum development; financial literacy, vocational and life skills training for adolescents; school improvements; and more. Western Union Foundation grants will enable UNICEF to scale these interventions, aiming to provide access to one million days of education for children.

On the evening of the UEFA Europa League Final 2013, Chelsea FC and Nigeria striker Victor Moses, who's so far contributed 161 passes, said: "Western Union's PASS initiative has done a great job in helping bring education to even the most under privileged countries, and I've been honored to be a part of such a fantastic campaign. The UEFA Europa League is a massive tournament and we're all looking forward to what should be a great final."

"We are grateful for Western Union's continued support of UNICEF. This expanded commitment to education will help UNICEF invest in training teachers, and provide vocational and life skills guidance to improve young people's chances of completing school and successfully transition into the workplace as adults," said Tim Hunter, International Fundraising Director at UNICEF. "We are proud to work with Western Union to help more children access a quality education and transform their lives."

"Moving money for better is at the heart of what we do, and education is one of the main reasons our customers send money," said Diane Scott, Executive Vice President, Chief Product and Marketing Officer, Western Union, and a member of the Western Union Foundation Board of Directors. "PASS harnesses the power of football to raise awareness of unmet educational needs, and with UNICEF we can impact the lives of secondary school students around the world."

“Where I come from, opportunities for a quality education are rare,” explained Vieira the former AS Cannes, AC Milan, Arsenal FC, Juventus FC, FC Internazionale Milano, Manchester City FC and French international player. Vieira is currently football development executive at Manchester City FC. “Football was my ticket to success, but for the vast majority of young people, education is the key that allows them to become whatever they want to be. That’s why I support this campaign. It will benefit students, teachers and schools in places like Senegal where I was born and lived until moving to France at the age of eight.”

In support of PASS, Western Union has been carrying out a marketing and communications program for its customers and UEFA Europa League fans from around the world. Fans can learn more at www.wu-pass.org or join the conversation on Twitter @wu_pass.

About Western Union

The Western Union Company (NYSE: WU) is a leader in global payment services. Together with its Vigo, Orlandi Valuta, Pago Facil and Western Union Business Solutions branded payment services, Western Union provides consumers and businesses with fast, reliable and convenient ways to send and receive money around the world, to send payments and to purchase money orders. As of March 31, 2013, the Western Union, Vigo and Orlandi Valuta branded services were offered through a combined network of approximately 515,000 Agent locations in 200 countries and territories. In 2012, The Western Union Company completed 231 million consumer-to-consumer transactions worldwide, moving \$79 billion of principal between consumers, and 432 million business payments. For more information, visit www.westernunion.com.

About the Western Union Foundation

The Western Union Foundation is dedicated to creating a better world, where the ability to realize dreams through economic opportunity is not just a privilege for the few but a right for all. With The Western Union Company, its employees, Agents, and business partners, The Western Union Foundation works to realize this vision by supporting education and disaster relief. Since its inception, The Western Union Foundation has committed more than \$85.2 million in grants and other giving to 2,591 nongovernmental organizations in more than 130 countries. To learn more, visit www.westernunionfoundation.org.

About Western Union’s UEFA Europa League Sponsorship

In July 2012, Western Union announced a three year deal as the new Global Partner and the Presenting Sponsor of the UEFA Europa League. This sponsorship of the world’s largest club competition, comprising 193 professional football teams from 53 countries, provides Western Union with a unique opportunity for worldwide brand visibility, with the competition broadcast in more than 200 countries and territories, and enjoying a global live match unique reach of 634 million per season. This will allow Western Union, with its extensive network of approximately 515,000 Agent locations in over 200 countries and territories, to engage its customers and Agents in the excitement of the UEFA Europa League. The agreement also provides video, digital and social media content opportunities, and use of the UEFA Europa League brand assets. This partnership will run to the UEFA Europa League Final in 2015.

About UNICEF

UNICEF works in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit, www.unicef.org.

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