

Western Union Pass Fund generates 177,574 days of education

Through a collaboration with UNICEF, CSR Europe member Western Union are using their sponsorship of the UEFA Europa League to raise funding for children in need of education across the world. For every pass made throughout its sponsorship contract (from the 2012/13 season until May 2015), the global payments services company will provide funding for one day of education.

After Chelsea's win last night against SL Benfica in Amsterdam, the total number of days rose to 177,574. The education programme focuses on 11 countries spread across five continents, helping children achieve their potential, regardless of "geographical location, ethnicity, gender or economic status."

Patrick Vieira, international football star and currently football development executive at Manchester City FC said, "Where I come from, opportunities for a quality education are rare. 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."

More information is available on Western Union's dedicated website http://www.wu-pass.org/en_GB/

Source: CSR Europe

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