

Western Union's 'Back-to-School' promotion

Written by Administrator

ENGLEWOOD, Colo. ◊ From May 2 through July 10, 2011, ◊ The Western Union Company, a global payments leader, is offering a back-to-school promotion that gives money transfer senders to the Philippines not only an opportunity to send a special gift for the future of their children, but also chances to win up to \$1,000 in a weekly sweepstakes as well.

Consumers who send qualifying money transfers through Western Union ◊ to the Philippines and mention promo code, ³School,² will be eligible to earn a match up to \$1,000 for the amount of the money transfer sent in one of the weekly drawings. No purchase is necessary to enter or win. Subject to Official rules, available online at westernunion.com/Philippines.

Filipino immigrants in the United States will understand that the timing is great as it comes just in time when they send more money to the Philippines to help children ◊ either related to them or not ◊ pay for their tuition, to purchase new school uniforms, notebooks and to pay for other school-related expenses.

³It's like getting back the money you sent, which might encourage you to send even more money to your children and other relatives going back to school,² said Victoria López-Negrete, senior vice president and general manager, North America, Western Union.

This year, Western Union has also engaged Vic Sotto, a well known Filipino celebrity to inform Filipinos about Western Union services. Sotto is one of the most prominent television and movie personalities in the Philippines.

³I know education is very important for us Filipinos. That is why I am happy that Western Union is launching this back to school promotion. For Pinoys in the U.S. who are sending money for the tuition of their kids or siblings back home, this promotion is for you,² said Sotto.

The total cash prize payout of up to \$10,000 is a substantial amount that continues Western Union's long-standing tradition of commitment to the Filipino community.

Additionally, the Western Union Foundation provides a Family Scholarship Program, a new initiative for migrants, immigrants and their families designed to help them rise up the economic development ladder through education.

Winners of the back to school sweepstakes promotion will be contacted by mail and/or telephone using the information provided in the money transfer or mail-in entry. Winners' names will be posted in westernunion.com/Philippines and on Western Union's Facebook page.

Customers will be entered into the sweepstakes each time they send a qualifying money transfer using the promo word: ³School² by visiting a participating agent location, by sending money online at westernunion.com, or by calling 1-877-PERA-ITO to send a telephone money transfer. For more information, visit www.westernunion.com/Philippines.

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. The Western Union, Vigo and Orlandi Valuta branded services are offered through a combined network of approximately 455,000 Agent locations in 200 countries and territories. In 2010, The Western Union Company completed 214 million consumer-to-consumer transactions worldwide, moving \$76 billion of principal between consumers, and 405 million business payments. For more information, visit www.westernunion.com.