



WORLDREMIT FORGES STRATEGIC PARTNERSHIP WITH GHANA UNION TO SUPPORT GHANAIAN COMMUNITY IN THE UK

New money transfer sponsorship will empower Ghanaians to celebrate and connect with friends and family on Ghana's 60th anniversary and beyond

London & Accra, 24 January 2017: Digital money transfer service [WorldRemit](#) and UK Charity [Ghana Union](#) today announce a partnership that will support the Ghanaian community in the UK throughout the entire year of 2017 via a wide variety of events and community activities, celebrating Ghanaian culture within the United Kingdom and abroad.

With hundreds of thousands of Ghanaians in the UK and millions in the diaspora, remittances play a significant role in Ghana's economy. According to the World Bank, Ghana received over \$5bn in remittances in 2015, almost double the amount in 2014.

With the WorldRemit app or website, customers send more than 580,000 transfers every month to over 125 destinations. WorldRemit, known as the 'WhatsApp of money', makes sending a remittance as easy as sending an instant message.

Part of its "Money In Safe Hands" campaign, with this partnership WorldRemit will among others:

- Participate as a lead sponsor at the Ghana @ 60 celebrations
- Celebrate Ghana Union at the "Ghana in the Park" event
- Support young Ghanaian women via the Miss Ghana UK Foundation

Founded in 1978, the Ghana Union is one of the oldest charities in the UK supporting the Ghanaian community. With over 100 affiliated organisations it has been working hard to ensure its members stay informed, connected and solidary.

Martin Best, Head of Brand Marketing at WorldRemit, comments: "Ghanaians make over 45,000 transactions every month, sending remittances to support their friends and family back home. Each one of these transactions has its own human story. It's a promise made, and a promise redeemed. We are here to make sure these promises are kept by offering a safer, fast and cheaper way to support loved ones abroad through bank deposits, cash pick up and Mobile Money".

Emmanuel Kwesi Quayson, Chairman at the Ghana Union UK, said: “We are delighted to enter this partnership with WorldRemit as our official money transfer partner in what is a continuation of their support and engagement with the Ghanaian community. We rely on their expertise to give people the power to share money anytime, anywhere”.

ABOUT WORLDREMIT

WorldRemit is changing the way people send money.

It’s easy – just open the app or visit the website – no more agents.

- Transfers to most countries are instant – send money like an instant message.
- More ways to receive (Mobile Money, bank transfer, cash pickup, and mobile airtime top-up).
- Available in over 50 countries and 125+ destinations.
- Backed by Accel Partners and TCV – investors in Facebook, Spotify, Netflix and Slack.

WorldRemit’s global headquarters are in London, UK with regional offices in the United States, Canada, South Africa, Singapore, the Philippines, Japan, Australia and New Zealand.

ABOUT GHANA UNION

Ghana Union is an independent charity registered with the Charity Commission in England and Wales since 27th June 1980. It is endorsed by the Ghana High Commission, Government of Ghana and UK. It was formed by the Ghanaian Chaplaincy in 1978 to meet sociocultural, historical and Welfare needs of Ghanaians in the United Kingdom. It is a non-profit voluntary and friendly organisation established to bring Ghanaians from all walks of life together to foster a common bond and projecting the image and cultural identity of all Ghanaians in the Diaspora.

Ghana Union has a network of other established regional umbrella union bodies in Greater Manchester, Bradford, Liverpool, and Birmingham to coordinate resources towards meeting the larger needs of our community.

MEDIA INQUIRIES

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