



Western Union Sponsors ESL ANZ Champs Prize Pool

Australia's premier esports league to receive \$20,000 AUD prizepool boost

20 March 2020 - ESL Australia, local division of the world's largest esports company, has successfully sealed a sponsorship deal for the ESL ANZ Championship 2020 with Western Union, a global leader in cross-border, cross-currency money movement and payments.

Western Union will sponsor a prize pool of AUD\$20,000 to be awarded to the players and teams that best manage in-game resources.

Western Union's motivation for the sponsorship stems from its mission of bringing people together via money movement paving the way for individuals who cross borders to live and work. These individuals realize their life's aspirations, including enjoying life, while also concurrently supporting their family and loved ones back home.

"I'm excited to be able to bring Western Union into esports," said Graeme Du Toit, Partnerships Manager at ESL. "As we connect the ESL ANZ Champs with the ESL Pro Tour this year and send our players around the world, there's a strong alignment with what Western Union does."

"I'm equally as excited that Western Union is transferring money into our prize pool and offering our players a chance at increased rewards from participating in ANZ Champs," Du Toit said.

"Sports brings the world together, and Western Union is driven by our passion for connecting families and communities, helping them move money for a better world," said Mark Strathern, Head of Digital Go-to-market, Western Union, Asia Pacific. "We are pleased to collaborate with ESL, giving players exciting chances to win prizes. This collaboration will bring millions of fans and players together, enabling us to reach our customers and global audiences in a new way."

The ESL ANZ Champs kicked off at the start of March, with regular broadcasts from 6pm onwards during the week. To learn more about or watch the action, [click here](#). To learn more about Western Union, [click here](#).

For press assets, [click here](https://drive.google.com/drive/folders/14VYVXCMIMypVNPgZIRfDb6uqHlojDwBz?usp=sharing): <https://drive.google.com/drive/folders/14VYVXCMIMypVNPgZIRfDb6uqHlojDwBz?usp=sharing>

For more: <https://pro.eslgaming.com/anz/csgo/2020/03/western-union-sponsors-esl-anz-champs-prize-pool-%ef%bb%bf/>

Contacts

Alex Blaikie

0401947878

<mailto:press.aus@eslgaming.com>