



Remitly Launches a Global Campaign with Actor, Entrepreneur and Athlete Cristo Fernández

Description

Living a global life means managing finances across currencies, time zones, and countries — all while staying on top of the commitments that matter most. That's why Remitly has partnered with Guadalajara, Mexico-native Cristo Fernández: entrepreneur, newly signed El Paso Locomotive FC footballer, actor best known for his role in the Emmy-winning *Ted Lasso*, and co-founder of Espectro MX films, a production company based between Guadalajara, Los Angeles, and abroad.

Timed to the world's biggest football tournament, the campaign reflects how Remitly serves as a trusted partner for the millions of people who live global lives — and Fernández knows that experience firsthand, having built a life and career across cultures, countries and industries.

"Football has taken me across the world," said Fernández. "I'm an athlete who acts and an actor who plays football. I run a film company, Espectro MX Films, with my sister Paloma between Mexico and the United States, and I have family and friends across different countries. Remitly keeps up with people living global lives, so when they approached me it was an easy yes."

"With Football's biggest stage approaching, we saw an opportunity to celebrate the game our customers love and the spirit of living a global life," said Tiffany Spatafore, VP of Global Brand at Remitly. "Cristo embodies that spirit: humble, joyful, optimistic, always moving forward. People living global lives deserve support that matches their momentum, and Remitly is proud to be the partner that keeps pace."

See how Fernández brings the story to life [here](#).

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