

Bringing Communities Together Through Soccer: Remitly and LALIGA Celebrate Fútbol Fest Across North America

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As part of our regional partnership with LALIGA, we hosted free youth soccer camps across Miami, Los Angeles, and Toronto – a series that brings young players, families, and local soccer communities together for unforgettable days of learning, inspiration, and celebration.

Building on our shared goal to uplift and empower global communities, the camps connected young athletes with elite LALIGA coaches, creating access to world-class training experiences traditionally out of reach for many. Each event served as a reminder of the powerful role soccer plays in the lives of our customers—uniting countries, cultures, generations, and dreams.

Meeting Customers Where They Are. For many of our customers, soccer is more than a sport, it’s a link to home. It’s weekend matches watched with family, memories of local pitches, and a shared passion that travels with them wherever they go.

By bringing LALIGA coaches and legends to communities across North America through LALIGA x Remitly Fútbol Fest events, we're meeting customers in the spaces they already love, while celebrating the cultural pride and connection that soccer represents.

From Miami's vibrant diasporas to the soccer-rich neighborhoods of Los Angeles and Toronto's diverse global families, each camp delivered something special: a joyful, inclusive environment where kids could learn, build confidence, and have fun.

A Celebration of the Next Generation. Across all three cities, young players trained for free under the direction of LALIGA coaches with league legends Javier Saviola, Hugo Sánchez and Fernando Morientes in support of learning technical skills, teamwork, sportsmanship, and mindset from some of the best youth coaches in the world.

Spotlight on Community Impact. These camps are part of a broader effort to ensure that Remitly isn't just a financial service, but a partner in the lives of the communities we serve. Through initiatives like this, we continue to invest in local engagement – supporting the passions, traditions, and dreams of families around the world.

The no-cost camps welcomed more than 1,400 participants, with many families sharing how meaningful it was to have access to high-quality, free training opportunities. Adding to the vibrant atmosphere, parallel adult tournaments, fan fests and legend meet-and-greets were open to the wider community. Coaches noted not only the impressive skill level of the young athletes but also the enthusiasm and unwavering support shown by their families throughout the events.

What's Next for the Remitly x LALIGA Partnership. The momentum from this year's youth camps is only the start. As we look toward 2026, there's much more to come from our partnership. Together with LALIGA, we're building programming that extends far beyond the pitch, pairing the joy of soccer with tools and resources that help newcomers put down roots, connect with their communities, and feel a stronger sense of belonging.

At its core, this partnership reflects our shared belief in the power of sport to inspire, unite, and uplift. And we're excited for what's ahead as we continue meeting customers where they are, celebrating their passions, and investing in the places they call home.