

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

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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 fútbol 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.

"Fútbol has taken me across the world," **said Fernández.** *"I'm an athlete who acts and an actor who plays fútbol. 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 'sí.'"*

“With Fútbol’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.