Beat: Sports

COMMONWEALTH BANK ANNOUNCED AS FIFA WOMEN's WORLD CUP AUSTRALIA & NEW ZEALAND

2023™ OFFICIAL SUPPORTER

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USPA NEWS - Commonwealth Bank signs on as FIFA (www.FIFA.com) Women's World Cup 2023™ Official Supporter; Commonwealth Bank the largest brand investor in women's sport in Australia; CommBank FIFA Women's World Cup 2023 Player Escort Programme to be launched FIFA has today announced that Commonwealth Bank (CommBank) has signed on as a FIFA Women's World Cup 2023™ Official Supporter for next year's tournament, with the bank further affirming its commitment and investment into women's football. By supporting the FIFA Women's World Cup Australia & New Zealand 2023, Commonwealth Bank becomes one of the largest brand investors in women's sport in Australia – which only further highlights the growth and trajectory of the game not only locally, but across the globe.

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CommBank and FIFA will work together on many initiatives and activations as the countdown to the largest women's sporting event on the planet continues, most notably the CommBank FIFA Women's World Cup 2023 Player Escort Programme, which will see 1,500 children aged 6-10 accompany players onto the pitch before matches in a once-in-a-lifetime opportunity.

Sam Kerr OAM, Captain of the Matildas, Australia's senior women's national football team, said:
"When I was growing up, women's football didn't have the visibility and support it has today. To have a partner like CommBank supporting the FIFA Women's World Cup 2023 shows how far we've come. I want to use the FIFA Women's World Cup 2023 as a way to show all Australian girls that they can achieve great things through football."
Under the arrangement ASB in New Zealand will be actively involved in leveraging the rights in Aotearoa New Zealand.
Single match passes for the FIFA Women's World Cup 2023 are now on sale at FIFA.com/Tickets (https://fifa.fans/3E2HvUz). For all other information regarding the FIFA Women's World Cup 2023, please visit FIFA.com/BeyondGreatness (https://fifa.fans/3tsbNLI).
Source: FIFA.

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