

MEDIA RELEASE FOR IMMEDIATE RELEASE

O'Connell Plays Tech Dad for Western Union

Radio Campaign Shares Humor of Being a Non-Tech Parent

ENGLEWOOD, CO October 1, 2017 - - While the reasons for needing to send money around the country or around the world haven't changed that much, the technology we use to do it has changed. For Western Union, the leader in global payment services, their message for consumers is that, in spite of all the technology that helps make sending money possible, actually sending the money through Western Union is usually pretty easy.

In their recent national broadcast radio commercial to make that point, voice actor Peter K. O'Connell was selected as the voice of a well-meaning but not always so tech-savvy Dad who impresses himself and his college-aged son by easily transferring money via the Western Union app.

About Western Union

The Western Union Company (NYSE: WU) is a leader in global payment services. Together with its Vigo, Orlandi Valuta, Pago Facil and Western Union Business Solutions branded payment services, Western Union provides consumers and businesses with fast, reliable and convenient ways to send and receive money around the world, to send payments and to purchase money orders.

About Peter K. O'Connell

From Fortune 500 companies to companies that think \$500 is a fortune, multi-award winning male voiceover talent Peter K. O'Connell has shared his voiceover skills with a wide variety of global companies. In addition to Western Union, some of Peter's clients include Duracell Batteries, General Electric, Kraft Foods, PBS Television Network, Shell Oil, Deloitte Canada, U.S. Army, Starz Cable Television Network, BlueCross BlueShield and SunSetter Awnings.

Known as America's Friendly, Neighborhood Voiceover Talent, Peter is a natural born storyteller whose voice-over work has been featured in radio and TV commercials, corporate narrations, political commercial voice-overs, TV network promos, e-learning narration projects and other media productions. Originally from Buffalo, NY, now living in Raleigh, NC, Peter owns audio'connell Voiceover Talent, a division of O'Connell Communications, LLC. Peter can be reached via audioconnell.com or peterkoconnell.com.

NOTES FOR EDITORS

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COMPANY MEDIA CENTER:

<http://www.audioconnell.com/media>

PETER K. O'CONNELL VO CREDITS:

http://www.audioconnell.com/clientuploads/pdf/OConnell_Peter_Voice_Over_Resume_171001.pdf

COMPANY NAME SPELLING:

Use lower case letters- audio'connell or audio'connell Voiceover Talent

COMPANY NAME PRONUNCIATION:

au-dio-o'-con-nell (awe-de-oh-oh-kah-nel) **or**
au-di-o'-con-nell (awe-de-oh-kah-nel)