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**LOS ANGELES WORLD CUP 2026 HOST COMMITTEE UNVEILS
COMMUNITY AND FAN ENGAGEMENT PLANS AHEAD OF FIFA WORLD CUP 2026™**

Plans include the official FIFA Fan Festival™, Los Angeles World Cup 26 Fan Zones, and community events taking place across the Los Angeles region leading up to FIFA World Cup 2026™

LOS ANGELES (January 28, 2026) – As Los Angeles counts down to hosting eight FIFA World Cup 2026™ matches, the Los Angeles World Cup 2026 Host Committee announced its comprehensive community and fan engagement plans, including details on the FIFA Fan Festival™ Los Angeles, Los Angeles World Cup 26 Fan Zones, and a series of community events taking place around the Los Angeles region in the lead-up to and during FIFA World Cup 2026™. The community and fan events are designed to bring the excitement of the world’s largest single-sport event to neighborhoods across the region.

Together, these initiatives will create multiple opportunities for global soccer fans and Angelenos alike to come together and celebrate the best of FIFA World Cup 2026™, showcasing Los Angeles’ diverse communities, vibrant culture, and deep passion for the world’s game.

“Hosting the FIFA World Cup 2026 isn’t just about hosting eight matches at SoFi Stadium, it’s about using the tremendous media attention generated to highlight all the opportunities for community engagement throughout our region,” said **Kathryn Schloessman, President & CEO of the Los Angeles Sports & Entertainment Commission and CEO of the Los Angeles World Cup 2026 Host Committee.** “From the Official FIFA Fan Festival at the Los Angeles Memorial Coliseum to our Los Angeles World Cup 26 Fan Zones, and all of the World Cup themed community events taking place across the region, these activities will allow both Angelenos and visitors alike to be part of this historic event.”

Official Los Angeles World Cup 2026 Host Committee Community Engagement Opportunities include the following programs:

- FIFA Fan Festival™ Los Angeles
- Los Angeles World Cup 26 Fan Zones
- 39 Day Fan Experience Guide of World Cup Themed Events
- Grow the Game of Soccer Clinic Series
- Community Days presented by Amgen
- Kick It With Us Mobile Bus Tour

FIFA FAN FESTIVAL™

The FIFA Fan Festival™ Los Angeles will transform the historic Los Angeles Memorial Coliseum into a global celebration of football and culture. Fans from across the world will come together to watch live match broadcasts, and enjoy music, cultural programming, interactive experiences, and food that reflects the diversity of Los Angeles. This iconic venue will come alive for the five-day festival, from June 11-15, creating an unforgettable opening weekend celebration for fans starting their world cup experience in Los Angeles. Hours of operation, daily programming, and more details will be released in March 2026.

“The FIFA Fan Festival is where the heartbeat of the World Cup lives,” said **Cobi Jones, US Men’s National Team legend and Los Angeles World Cup 2026 Community Ambassador**. “This summer, Los Angeles won’t just be hosting matches — we’ll be hosting the world. From the Los Angeles Memorial Coliseum to neighborhoods across the region, the Official FIFA Fan Festival will bring people together to celebrate the game, the culture, and the incredible diversity that makes LA special. It’s going to be a once-in-a-generation moment for our region, and I can’t wait to see fans from everywhere experience the World Cup, LA style.”

LOS ANGELES WORLD CUP 26 FAN ZONES

In addition to the official FIFA Fan Festival™ at the Los Angeles Memorial Coliseum, the Los Angeles World Cup 26 Fan Zones will extend the reach of the live match viewing and interactive experiences across locations around the greater Los Angeles region, bringing access to the FIFA World Cup 2026™ experience closer to residents and visitors. The Los Angeles World Cup 26 Fan Zones will transform these destinations into the ultimate watch events for the biggest matches taking place over the 39-day tournament.

We are excited to announce the following locations have been selected to be part of the official Host Committee celebration, as the Los Angeles World Cup 26 Fan Zones, and they include:

The Original Famers Market - June 18-21
City of Downey - June 20
Heart of the City: Union Station & LA Plaza de Cultura y Artes - June 25-28
Hansen Dam Lake - July 2-5
LA County’s Earvin “Magic” Johnson Park - July 4-5
Los Angeles County Whittier Narrows - July 9-11
Venice Beach – July 11
Fairplex - July 14-15 & July 18-19
West Harbor - July 14-15 & July 18-19

“The Los Angeles World Cup 26 Fan Zones are about meeting fans where they are,” said **Chris Klein, Co-Chair of the Los Angeles World Cup 2026 Host Committee**. “By creating accessible fan experiences across the region, we’re extending the excitement of the FIFA World Cup 2026 beyond the stadiums and creating welcoming spaces for residents and visitors to come together and celebrate the world’s game right in their own backyards throughout the 39-days of this global celebration.”

The Los Angeles World Cup 2026 Host Committee is also working closely with LA Tourism, to curate a 39-day Fan Experience Guide to highlight the community and fan engagement events taking place this summer during the FIFA World Cup 2026™. The 39-day Fan Experience Guide will live on [DiscoverLA.com](https://www.discoverla.com) and will be promoted across all the Los Angeles World Cup touch points, including the official website, [LosAngelesFWC26.com](https://www.LosAngelesFWC26.com) and FIFA World Cup mobile app. The 39-day Fan Experience

Guide will include the FIFA Fan Festival™, Los Angeles World Cup 26 Fan Zones, and all World Cup themed community led events in Los Angeles.

“As the world’s eyes turn to Los Angeles, this 39-day calendar of FIFA World Cup events offers a powerful opportunity to showcase our cultures and diverse communities that define our region,” said **Adam Burke, President and CEO of the Los Angeles Tourism & Convention Board and Los Angeles World Cup Host City Supporter**. “Working alongside the Host Committee, we’re thrilled to unite events from across the region into one resource, giving fans and visitors a clear and accessible way to plan their World Cup journey and explore all that Los Angeles has to offer.”

ROAD TO WORLD CUP - COMMUNITY EVENTS

26 Community Champions Video Series – Earlier this year, the Los Angeles World Cup 2026 Host Committee, in partnership with the Play Equity Fund, launched the 26 Community Champions video series spotlighting local nonprofits selected for the 26 Champions Grant Program who are using soccer to empower, uplift, and drive meaningful change throughout the Los Angeles region. The initiative has recognized 26 organizations with \$26,000 grants and is featuring weekly videos highlighting their impact across Los Angeles in the lead-up to FIFA World Cup 2026™.

Grow the Game of Soccer Clinic Series – Following the successful launch of the *Grow the Game of Soccer Clinic* Series in December 2025, the Los Angeles World Cup 2026 Host Committee, in collaboration with the Play Equity Fund, Cal South and local soccer stakeholders, are proud to announce 26 community-based clinics will take place around the greater Los Angeles County throughout 2026. The Grow the Game of Soccer Clinic Series is continuing to use the spotlight of the world’s largest single-sport event to inspire the next generation of soccer players, coaches, and referees across the region.

Building on this momentum, the next *Grow the Game of Soccer Clinic* will take place on Saturday, February 28, 2026, at Cal State Los Angeles University Stadium. This free clinic is open to boys and girls ages 6–12 and is designed to introduce young players to the game in an engaging, supportive, and inclusive environment. The clinic will focus on building confidence and foundational skills on the pitch, inspiring a lifelong love of soccer, and creating a fun, welcoming experience for every child. Learn more and register [here](#). The full schedule of clinics will be available in the coming weeks.

Community Days presented by Amgen

The Road to World Cup Community Day, presented by Amgen, serves as one of the Los Angeles World Cup 2026 Host Committee’s legacy initiatives, that will activate volunteers across LA County to enhance public spaces and celebrate community pride ahead of FIFA World Cup 2026™, as we get ready to host this global event in our region. The program will feature two flagship events, the first taking place at Gloria Molina Grand Park in Downtown LA on March 14, 2026, and the second event later in the spring. Volunteer registration for the March 14 event will open in mid-February.

The Los Angeles World Cup 2026 Host Committee will also provide resources, guidance, and materials to municipalities throughout the county to stage their own community days on March 14 and again later this spring. These county-wide efforts will create enhancements to parks, pathways, and gathering spaces, showcasing LA’s collaborative spirit, and leaving a legacy that extends far beyond the tournament.

“The legacy of the FIFA World Cup 2026 will be defined by how it shows up in our communities,” said **Larry Freedman, Co-Chair of the Los Angeles World Cup 2026 Host Committee**. “From introducing kids to the game of soccer, to bringing volunteers together to beautify neighborhoods, our community events reflect what this World Cup means for the Los Angeles region. These programs are designed to ensure the World Cup leaves a legacy beyond the final whistle that reaches every corner of LA.”

Kick It With Us Mobile Bus Tour

As the region approaches 100 days to go to FIFA World Cup 2026™ on March 3, the Host Committee, will launch a mobile marketing tour, designed to bring the excitement of the World Cup directly to communities. The *Kick It With Us Mobile Bus Tour* will pop up at high-foot-traffic locations and culturally significant events across the region. With its adaptable, on-the-go setup, the tour will provide soccer education, inspire grassroots participation and fandom through various interactive engagement elements leading up to FIFA World Cup 2026™.

Economic Impact

All these activities serve to further enhance the impact that the FIFA World Cup 2026™ will make in Los Angeles. Now that the Final Draw has taken place, and plans are becoming finalized, the Los Angeles World Cup 2026 Host Committee has released updated economic projections, which highlight the impact that the world’s largest single-sport event will have on the greater Los Angeles region. The updated economic impact projections by Epsilon Economics estimate **\$892 million** in increased spending across LA County. Combined with more than **\$230 million in media value** from increased future tourism, the total economic impact of the World Cup in LA will surpass **\$1.1 billion** based on a recent update to earlier projections. The updated summary is available to view [here](#).

Supporters

The Los Angeles World Cup 2026 Host Committee would like to thank these Official Los Angeles World Cup Host City Supporters – Amgen, Archer, Los Angeles Tourism, Los Angeles Metro – along with LASEC Foundational Partner – Kaiser Permanente – for helping support the community events and engagement opportunities taking place across the region. The economic and community impact does not happen without generous corporate support.

To learn more about the Los Angeles World Cup Host Committee’s community and fan engagement plans, visit losangelesfwc26.com.

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About the Los Angeles World Cup 2026 Host Committee

The Los Angeles World Cup Host Committee was established to deliver a premier FIFA World Cup 26™ experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between FIFA and the Los Angeles region to harness opportunities surrounding the tournament to elevate our community. The Host Committee is co-chaired by LAFC Co-President Larry Freedman and former U.S. Men’s National Team player Chris Klein, and is led by the Los Angeles Sports & Entertainment Commission (LASEC). It also includes the Los Angeles Rams, SoFi Stadium and Hollywood Park, Los Angeles Football Club (LAFC), and LA Galaxy. For more information, visit losangelesfwc26.com.

