

AUGUST 21, 2025



ROAD TO VANCOUVER 2026

In this newsletter, the FIFA World Cup 26™ Vancouver Host Committee team is excited to share updates, events and behind-the-scenes insights as we countdown to FIFA World Cup 26™. Thank you for joining us on this unforgettable journey!

Be the heart of the game: Volunteer for FIFA World Cup 26™ in Vancouver!



With the recent launch of the FIFA World Cup 26™ Volunteer Program, this is your opportunity to be a part of history. The FIFA World Cup 26™ volunteer team will be made up of about 65,000 volunteers, the largest volunteer program for FIFA to-date. These volunteers will help bring to life the biggest and best FIFA World Cup™ yet – a tournament that will unite three countries. Apply now at: volunteer.fifa.com.

Behind every fan, every whistle, every game is another team: the volunteers. FIFA volunteers are 18 to 80 and needed from all backgrounds, experiences and abilities. As a tournament volunteer, you may be stationed along key routes to the stadium greeting fans, providing accessibility guidance, sharing your tournament knowledge, helping with language support, managing accreditations, or volunteering in the heart of the action at the FIFA Fan Festival™. English is required for most roles and speaking more than one language is an asset as we prepare to welcome the world to Vancouver.

Vancouver volunteers will help leave a legacy for the city by creating an unforgettable fan experience that encourages visitors to return time and time again and spread the word when they get home. [Learn more](#) about the program and follow @FWC26Vancouver on social media for updates.

Your guide to celebrating during FIFA World Cup 26™ Vancouver



(Photo: Destination Vancouver/Coast Mountain Photography)

350,000 fans are expected to attend the seven Vancouver matches at BC Place for FIFA World Cup 26™ and the excitement is building across the city and province. For businesses, residents and communities throughout BC, this is our moment to

celebrate the sport, showcase our vibrant culture, and bring people together to enjoy the matches and festivities.

The Community Activation Playbook is your guide to joining the FIFA World Cup 26™ celebrations. With tips on activating, permitting and public viewing, you can join us in bringing the FIFA World Cup 26™ atmosphere to life province wide.

Explore the playbook and find answers to frequently asked questions at:
vancouverfwc26.ca/community-activation.

FIFA World Cup™ Winners Trophy is coming to town

FIFA26 Canada is calling all football fans! Snap a photo with the FIFA World Cup™ Winner's Trophy!

Date: Saturday, August 23

Where: Jack Poole Plaza

Time: 9:45 to 10 am - Traditional welcome from Musqueam, Squamish and Tsleil-Waututh Nations

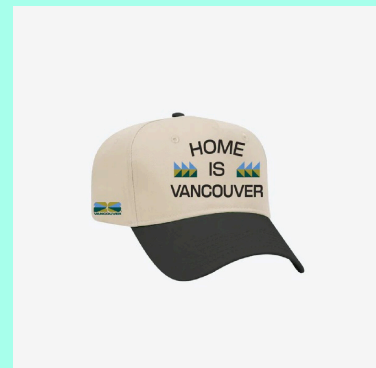
10 am to 3 pm - Public viewing opportunity

Arrive early as opportunities with the trophy will be first-come, first-serve. As it may be hot and there may be a line-up, dress accordingly and bring snacks and water as needed.

Peace Collective launches World Cup collection

Canadian brand, Peace Collective, has partnered with FIFA World Cup 26™ on a new collection. From hoodies, to t-shirts, to ball caps, to totes and more, each quality item you buy gives back to causes including mental health and refugee aid.

Canadian customers benefit from reduced shipping costs and duty-free cross-border delivery. [Shop the Vancouver collection now.](#)

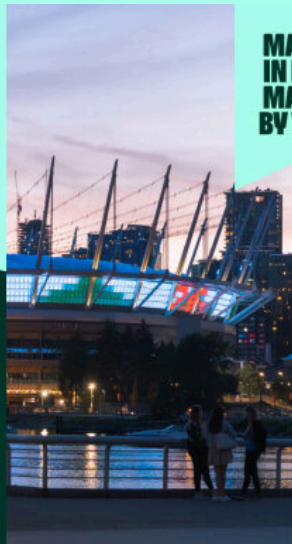




FIFA launches new licensing opportunity for local businesses

FIFA has launched a new licensing program to give local British Columbia businesses the opportunity to become official licensees of the FIFA World Cup 26™. This is a unique chance to design and sell official FIFA World Cup 26 Vancouver™ merchandise that celebrates our culture and creativity.

The program complements FIFA's regional and global partnerships and focuses on locally made and distributed products. [Apply to FIFA directly here.](#)



**APPLY TO BECOME
AN OFFICIAL FIFA
WORLD CUP 26™
LOCAL LICENSEE**

WE ARE VANCOUVER™

[Apply Now](#)

Partner Pass

The Province of BC welcoming the world in 2026

Our partners at the Province of BC's Ministry of Tourism, Arts, Culture and Sport are leading the charge in showcasing everything our province has to offer, from match-day thrills to unforgettable cultural experiences, for FIFA World Cup 26™.

Through partnerships with [Destination BC](#) and local communities, visitors will experience the full spectrum of B.C.'s beauty and diversity. From culinary adventures and scenic hikes to vibrant arts and heritage, the World Cup will be a gateway to discovering what makes this province truly special.

"This isn't just about soccer—it's about millions of fans coming together and discovering everything that makes British Columbia amazing. From the roar of the stadium to the calm of the ocean, B.C. will have something for every fan." -Minister of Tourism, Arts, Culture and Sport, Anne Kang.

The Province is also working to ensure that the excitement of the World Cup leaves a lasting legacy, creating opportunities for local businesses, artists and communities to shine on a global stage. Whether it's your first visit to BC or your fifth, we're ready to welcome you back again and again.

Gearing up for game time at YVR



(Photo: YVR)

With excitement building for the FIFA World Cup 2026, Vancouver International Airport (YVR) is gearing up to welcome thousands of fans, teams, and visitors. As British Columbia's first and last touchpoint, YVR is committed to delivering a seamless and welcoming experience for all travelers.

On average, 80,000 passengers pass through daily, with traffic increasing 5 to 15 per cent around major events. Our experience with events like Grey Cup, Taylor

Swift concerts, and the Invictus Games Vancouver Whistler 2025, ensures we're ready to support Vancouver in hosting another world-class event.

A dedicated FIFA World Cup working group at YVR, bringing together federal agencies, the Vancouver Host Committee and experts in operations, emergency management and more, is coordinating details to ensure a safe, and efficient experience for thousands of expected travellers.

From terminal activations to operational readiness, YVR is proud to play its part in making Vancouver an unforgettable host city.



Quick Facts

Stay in the loop for the latest updates and answers to your burning questions. We've got you covered!

When will we know what teams are playing in Vancouver?

We'll find out in late 2025, during FIFA's Final Draw, a major event where all the teams that have qualified for the tournament are randomly placed into groups. This draw determines who plays where in the early stages of the World Cup. That's when we'll learn which teams—besides the Canadian Men's National Team—will be playing their matches in Vancouver.

Where can I get tickets for FIFA World Cup 26™?

The first ticket application period opens on Wednesday, September 10, 2025. To get started, visit FIFA.com/tickets, register your interest, and create a FIFA ID. This will ensure you're ready to enter the ticket draw and receive updates directly from FIFA.

Coming Up Next

Don't miss a moment on the Road to Vancouver FIFA World Cup 2026™. [Bookmark this webpage](#), your front row seat to the big milestones leading up to the tournament. Additionally stay tuned for more information on the **FIFA World Cup 26™ Mascots** and progress regarding our **Venue Specific Training Site at Killarney Park**.

WE ARE VANCOUVER™

VANCOUVERFWC26.CA

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