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NEWS RELEASE

BRAND USA HIGHLIGHTS FAN EXPERIENCES SURROUNDING THE FIFA WORLD CUP ACROSS THE UNITED STATES

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WASHINGTON, D.C. (May 18, 2026 2026) — With FIFA World Cup matches just weeks away, anticipation is building across the United States. And while the matches themselves are sure to entertain, travelers can also immerse themselves in the excitement of the tournament outside the stadiums. Before, during and beyond the games, fans can enjoy a variety of experiences and attractions that capture the spirit of the FIFA World Cup.

“The United States is ready to welcome fans from around the world for what will be one of the biggest moments in sports ever,” said Fred Dixon. “Global events like this inspire travelers to explore more deeply, creating opportunities to experience the incredible depth and variety of the USA beyond the stadiums — from iconic cities and national parks to local food, music, culture, and celebrations that can only be found here.”

From coast to coast, these featured experiences allow fans of all ages to be part of the atmosphere — even without a match ticket.

Atlanta, Georgia

Atlanta kicks off the FIFA World Cup at Centennial Olympic Park, home of the FIFA Fan Festival Atlanta. This iconic park will serve as the site of live music, fan games, and broadcasts of live matches. But fans can celebrate the World Cup around the city, such as at the ATL Cultural Exchange, a cultural hub located at the CTR, the former CNN Center. Visitors can enjoy live performances, film screenings, art exhibits, and workshops during an eight-day period between June 14 and July 14. Emory University will examine Atlanta’s rich football history in exhibits across its campuses, including “Footwork: Celebrating Soccer, Culture, & Community” at the Schatten Gallery of Woodruff Library; “Footwork: Where We Gather” at Michael C. Carlos Museum; and “Footwork: Soccer and the Healing Arts” at the Woodruff Health Sciences Center Library. And the Atlanta Beltline, the 22-mile loop of trails and parks around downtown, will celebrate the city’s role in the World Cup on June 20 and 21 during Atlanta Beltline Fest at Pittsburgh Yards. Events will include cultural performances, kids activities, match broadcasts, football clinics, and more.

Boston, Massachusetts

A city steeped in history, Boston is ready to create new memories beginning with the FIFA Fan Festival at City Hall Plaza. Not only can fans catch live match broadcasts here, but they also can participate in football-themed activities, savor a curated food and beverage program, and explore a Cultural Showcase featuring local artists, musicians, and performers. Additional watch parties will be held around Boston, so you’re sure to find one near you. This includes Cambridge United, Chelsea’s Fiesta de Fútbol in Chelsea Square, Revere’s Field of Play watch parties, and the MetroWest Regional Fan Zones. For an unforgettable souvenir, head to the Piers Park II from June 12 to 18, and snap a photo with what the Massachusetts Port Authority says will be the world’s largest football ball at 45 feet tall. The hope is the display will earn the Guinness World Records title for World’s Largest Soccer Ball, so your photo could commemorate much more than just the World Cup.

Dallas, Texas

Hosting nine FIFA World Cup matches is only part of what this city has planned throughout the tournament. At the FIFA Fan Festival at Dallas Fair Park, fans can come together to celebrate their teams, watch live matches, enjoy live music and much more – all for free. You’ll also find many experiences that take a deeper dive into the sport of football as well as the culture that surrounds it. You can step into the science of football at the Perot Museum of Nature and Science’s “Soccer: More Than a Game” exhibit that examines the physics, biology, and technology that shapes the game. The George W. Bush Presidential Museum will highlight memorabilia from FC Dallas, Trinity FC, and the National Soccer Hall of Fame in “Game Changer: United by Sports.” In nearby Arlington, the Arlington Museum of Art will spotlight the world of football and the culture of its fans in “More Than a Match.”

Houston, Texas

FIFA World Cup fans will descend on East Downtown in Houston, which will serve as the site for the FIFA Fan Festival. In addition to live match broadcasts, the festival will include Esphera, a 360-degree immersive experience; Houston Hall with interactive attractions from Houston Livestock Show and Rodeo and Space Center Houston; and Road to the Cup, a tournament for young players. As you explore the city, keep an eye out for the 36-inch fiberglass football balls uniquely designed by local artists for the "Art of Soccer" campaign to raise funds for the FIFA World Cup 26 Houston Host Committee's legacy programs. A great starting point to see these public art pieces is the X Atrium at POST. Watch parties also will be widespread in the city at a variety of venues including Social Beer Garden HTX, Tom's Watch Bar, and Pitch 25.

Kansas City, Missouri

The heart of Kansas City's celebration beyond Arrowhead Stadium will be the National WWI Museum and Memorial, site of the FIFA Fan Festival. At this free event, everyone is welcome to watch live matches, catch a concert, and connect with the community. Inside the museum, take time to explore "The Beautiful Game," an exhibit that examines the connections between football and World War I. Around town, additional exhibits spotlight sports from a variety of angles. For instance, The Harry S. Truman Presidential Library & Museum showcases the power of sports to inspire and bring us together through "United We Play: Kicking It with the Trumans." And the Nelson Atkins Museum of Art features the work of six local artist-athletes in "Personal Best." Fans also can take in matches at Current Landing's riverfront watch parties, where you can watch live matches as you sample tasty bites and take part in family-friendly activities. More live entertainment will take place at Sporting Park during Sporting KC's Soccer Capital Summer Concert Series headlined by Third Eye Blind.

Los Angeles, California

The FIFA World Cup in Los Angeles starts at the Los Angeles Memorial Coliseum, which will host the FIFA Fan Festival. Events will include match broadcasts, cultural programming, interactive experiences, music, and some of the city's diverse cuisine. Beyond the coliseum, fans can visit the various Fan Zones scattered around the region with such activities as football exhibitions, art walks, DJ performances, cultural activities, and plenty of local eats. For those looking to experience Los Angeles through food, "A Taste of the World Cup" highlights restaurants and flavors inspired by the tournament and the city's multicultural communities. At the Los Angeles County Museum of Art, you'll get a unique perspective of football through "Fútbol is Life," which features miniature "sportraits" of iconic moments in football by animator and visual-effects artist Lyndon J. Barrois Sr. If you want to test your football skills, check out "Game On! Science, Sports & Play" at the California Science Center, where you can learn how science, sports and play work together.

Miami, Florida

If you're looking for a single destination for match broadcasts, live entertainment, cultural performances, games, and great food, look no further than Bayfront Park, home of the FIFA Fan Festival. However, when you're ready to venture out into Miami, you'll find plenty of World Cup events. Of course, a stop at the FIFA Museum is a must for every fan. While there, check out "Unidad - The World's Game," which takes an in-depth look at football's impact on a global scale through artifacts and memorabilia, immersive installations, and interactive stations. Another must-see, "Get in the Game: Sports, Art, Culture" at the Pérez Art Museum Miami looks at the interplay between athletic performance and artistic expression through more than 100 works by artists from around the globe.

New York/New Jersey

New York and New Jersey will be filled with FIFA World Cup experiences, culminating in the July 19 Final at New York New Jersey Stadium. Across the five boroughs, you'll find free, official NYNJ Fan Events where you can watch matches, see cultural performances, and sample local food with fellow fans. Exhibitions throughout the city include Cathedral Church of Saint John the Divine's "Peace Post," a showcase of 198 portraits of global peace advocates created by more than 100 international artists, timed to coincide with the World Cup and promote cross-cultural connection. At the American Museum of Natural History, "For the Win: Objects of Sports Excellence" highlights the stories behind the trophies, rings, and unique awards that commemorate victory in more than 15 sports across nearly 150 years of history. As part of Lincoln Center's "Summer for the City" series, "World of Play at Lincoln Center" will feature World Cup-themed DJ nights, football film screenings and freestyle football performances.

Philadelphia, Pennsylvania

The City of Brotherly Love welcomes all World Cup fans to inject some Philly flavor into their FIFA experience, starting with the FIFA Fan Festival at Lemon Hill in East Fairmount Park. In addition to live match broadcasts, attendees can take in a variety of cultural programming, shop for souvenirs from local markets, artists, and small businesses at the Vendor Village, and try various food and beverage offerings. If you want to dine like the teams hosted in Philadelphia, check out the city's World Cup dining guide on where to try each team's cuisine. And at the National Liberty Museum, see how sports bring together people on a scale unlike most any other event through "In the Arena: Sports & Assembly," an exhibit featuring artifacts from iconic sports moments throughout history.

San Francisco Bay Area, California

As the host of six matches, the San Francisco Bay Area wants to make sure everyone can watch the action. Free and open to the public, the city will have six official FIFA World Cup 2026 watch party and fan zone locations where you can join in the excitement and revelry. However, you aren't limited to these locations; in fact, throughout the Bay Area, more than 30 venues will be hosting their own watch parties and events, so you can find one that suits your style. In San Jose, opening weekend festivities from June 11-14 at San Pedro Market Square will include fan zones, football activities, special appearances, giveaways, and family-friendly entertainment, hosted by the San Jose Earthquakes.

Seattle, Washington

Beyond the six matches taking place at Lumen Field, Seattle will host a unique fan experience on the water of Elliott Bay. Seattle Soccer Celebration is a floating mini pitch that will show live matches, hold interactive football experiences, and feature daily entertainment. Celebrating football's ability to bring people from around the world together, MOHAI (Museum of History and Industry) invites you to "The Beautiful Game: How Soccer Connects Us All," an immersive photography exhibit documenting football and the people who play it. As the city's central gathering place during Let's Play SEA '26, Seattle Center will be home to music, festivals, public art, and community programming. To sample bites from around the world, head to the World Table District, a collection of more than 30 restaurants, cafes, and markets with cuisine from every corner of the globe. And, marking a historic first–the first time an Indigenous nation will be formally represented at the World Cup–the Puyallup Tribe of Indians will host several events, including the World Cup Coastal Protocol, World Cup Powwow, and World Cup Stickgame Tournament.

Beyond the Host Cities

Cities throughout the United States are serving as base camps for teams competing in the FIFA World Cup, meaning there are additional opportunities to join in the excitement for this international event.

For instance, just minutes from Dallas, the National Soccer Hall of Fame in Frisco, Texas, celebrates the game of football through exhibits, memorabilia, and, of course, the players, veterans, and builders of American football. Come see the stars that grace the hall of fame, and then test your skills at the many interactive displays. In Nashville, fans can take part in a month-long celebration of the World Cup during Summer Kickoff at GEODIS Park with such events as concerts, Nashville SC Soccer Celebrations and watch parties. An Official SeattleFWC26 Fan Zone, Spokane is hosting a number of watch parties and matches around the city plus summer football camps culminating in the Summer Soccer Classic. Known as "Soccer City USA," Portland was a natural choice as a FIFA World Cup base camp. And for six weeks this summer, AwayDays Brewing is hosting Soccer Fest with live match broadcasts, DJs, games, pop-ups, and much more. While Alexandria, VA., overflows with centuries of American history, this summer it makes history as a FIFA World Cup base camp. In addition to watch parties, fans can learn more about Team Croatia's homeland through "Flavors & Sounds of Croatia - Alexandria" at Waterfront Park.

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