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LOS ANGELES REVEALS OFFICIAL HOST CITY BRAND FOR FIFA WORLD CUP 26™

*'WE ARE 2026' Brand Identity Released for Los Angeles Following FIFA's Global
Launch Last Night Live From The Griffith Observatory*

LOS ANGELES (May 18, 2023) — Building on the successful FIFA World Cup 26™ Official Brand launch last night, which featured legends of the game, special guests, and a drone show at the iconic Griffith Observatory, the Los Angeles World Cup Host Committee is proud to unveil the Official Host City Brand today with a [signature video](#) as part of the WE ARE 26 global campaign. The brand system introduces the world to the tournament's new emblem, typeface, and more with the distinct flavors of Los Angeles. The WE ARE 26 campaign has been designed to empower individuals, communities, and cities to play integral roles in the manifestation of the FIFA World Cup 26™ brand.

The video released in conjunction with the entire Los Angeles brand provides a visual journey across the cityscape and the many soccer fans who embody the spirit of the beautiful game. A deeper look into the brand system can be found on LosAngelesFWC26.com where the bold marks and vibrant colors are on full display. All those interested can follow along [@losangelesfwc26](https://twitter.com/losangelesfwc26) to experience the brand in living motion as the host committee travels down the road towards FIFA World Cup 26™.

"Today's launch is the culmination of an exciting collaboration between FIFA and the 16 Host Cities," said **Colin Smith, COO World Cup, FIFA**. "Months ago, we embarked on a creative journey together to ensure that the colours, cultures, people, and places synonymous with each city were ingrained in every element of the city brand identities. We're all thrilled to be able to reveal this unique artwork to the world along with our country and city partners and can't wait to see them applied to channels and locations intended to excite and welcome fans for 26."

With three Host Countries, 16 Host Cities, and 48 teams, the FIFA World Cup 26™ is set to become the biggest single-sport event of all time and FIFA has developed an Official Brand to match. Given the immense stature of this tournament, FIFA held the Official Brand launch event at one of Los Angeles' most renowned landmarks—the Griffith Observatory. The central aim of the Official Brand is to support the FIFA World Cup 26™ in becoming the most inclusive and diverse sporting event in history as the tournament is expanded from 32 to 48 teams. That ethos is also translated into the bespoke Host City editions to authentically represent the culture within each.

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“As a lifelong sports fan and SoCal native, I can't imagine any event more thrilling than a World Cup held right here in Los Angeles,” said **Will Ferrell, Actor and LAFC Owner**. “We'll take any excuse for celebration in Hollywood, but there's no better reason than the biggest sporting event ever. This brand feels like all the best parts of Los Angeles: sunny skies, wavy ocean, and bright smiles. This should be fun!”

“Los Angeles is where my soccer dreams were born and became a reality. My journey as a youth player, collegiate player, and a pro for club and country has taken me all over the world, but LA will always be home and deeply rooted in my heart,” said **Cobi Jones, Former Player, LA Galaxy and U.S. Men's National Team**. “The LA brand is a pure reflection of our city's energy, and I can't wait to see our entire community come together around the sport that connects us all—soccer.”

The Los Angeles region boasts a storied connection to the world's game, most notably the 1994 FIFA World Cup™ and the 1999 FIFA Women's World Cup™. Both Finals hosted at the Rose Bowl Stadium remain the largest attended in FIFA World Cup™ history. Los Angeles' three professional soccer clubs—Angel City FC, reigning MLS champions LAFC, and five-time MLS champions LA Galaxy—continue to advance the profile of the beautiful game in the United States.

“L.A. is a world class city in absolutely every way,” said **Larry Freedman, Co-President, Los Angeles Football Club**. “We are so excited to launch the brand and move one step closer to hosting the FIFA World Cup 26™. This is going to be the biggest sporting event that the world has ever seen—so it is only fitting that we are working together to help Los Angeles shine on the world's stage.”

“Los Angeles has proven to be the most important soccer city in North America and we can't wait to host the most celebrated tournament in the world in 2026,” said **Chris Klein, President, LA Galaxy**. “Our city's rich and storied soccer history as well as its vibrant culture makes Los Angeles the perfect destination for what is sure to be a monumental moment for our sport. As we officially launch Los Angeles' brand for the FIFA World Cup 26™, the LA Galaxy are excited about the positive growth and opportunities that the World Cup will bring to the city of Los Angeles and its communities in the years to come.”

According to a 2017 study conducted by the Boston Consulting Group for UBC, a top-tier FIFA World Cup™ Host City could anticipate a net benefit of \$480M in new economic activity with visitors spending at local hotels, restaurants, retail destinations, and on transportation—all of which would generate critical tax revenues for the region. The Host Committee will also be conducting an economic impact study to demonstrate the impact the tournament will provide for the Los Angeles region.

“The FIFA World Cup 26™ brand launch for Los Angeles is more than just a grand reveal, it's a statement of intent to the world that we remain the premier destination for the biggest sporting events across the globe,” said **Kathryn Schloessman, President & CEO, Los Angeles Sports & Entertainment Commission**. “And while we have great aspirations for the tournament's potential to grow soccer in every one of our fellow Host Cities and Countries, we're dedicated to the many channels in which this brand can impact the lives of the Los Angeles community.”

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The Los Angeles World Cup Host Committee is committed to deliver the best FIFA World Cup 26™ experience for the entire community of Angelenos and those from across the globe who travel through the region during the world's biggest sporting event. With representation from the Los Angeles Sports & Entertainment Commission, Hollywood Park, the Los Angeles Football Club, the LA Galaxy, and LA Tourism, the collective is poised to translate the Official Brand launch into a successful run towards FIFA World Cup 26™ at the world's preeminent sports and entertainment venue, located in Inglewood, California. This state-of-the-art facility has now hosted Super Bowl LVI, the 2023 College Football Playoff National Championship, and WrestleMania 39 since 2021.

For more information on FIFA World Cup 26™ in Los Angeles, please visit LosAngelesFWC26.com.

Those interested in all FIFA communications can register for the official Media Hub at <https://media.fifa.com/registration>.

General media inquiries can be submitted directly to FIFA at media@fifa.org.

About the Los Angeles World Cup 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, U.S. Soccer, and Los Angeles to harness the opportunities surrounding the tournament to elevate our community. The Host Committee is co-chaired by LA Galaxy President Chris Klein and LAFC Co-President Larry Freedman and includes representatives from the Los Angeles Sports & Entertainment Commission (LASEC), the Los Angeles Rams, Hollywood Park, the Los Angeles Football Club (LAFC), and the LA Galaxy.