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**SNOOP DOGG TO SERVE AS THE
OFFICIAL COMMUNITY CHAIRMAN FOR THE
LOS ANGELES WORLD CUP 2026 HOST COMMITTEE**

A global icon and the unmistakable face of Los Angeles culture, Snoop Dogg will join the Host Committee in making sure this once-in-a-generation tournament leaves a lasting impact for LA.

LOS ANGELES (August 12, 2025) – The Los Angeles World Cup 2026 Host Committee, led by the Los Angeles Sports & Entertainment Commission (LASEC), is proud to announce that Snoop Dogg will serve as the official Community Chairman for the Los Angeles World Cup 2026 Host Committee, working alongside the team to engage the local community to help deliver a legacy that will positively impact the Los Angeles region well beyond the final match.

Los Angeles will play a central role for the world's largest single-sport event, as the region prepares to host eight matches at SoFi Stadium, including the U.S. Men's National Team opening match, and deliver 39-days of fan engagement across the region. Snoop's role as the Community Chairman will inspire countless Angelenos and fans of the global game to be part in this once-in-a-generation moment in Los Angeles. As Chairman, Snoop will serve as one of the main representatives for the Host Committee's community engagement and legacy programs, attend key events and help encourage the global fans to start their World Cup experience right here in Los Angeles.

"It's an honor to step up as the Community Chairman for the City of Angels as we get ready for the biggest game on the planet," said **Snoop Dogg**. "We're going to bring the world together, West Coast style - unity, respect and a whole lotta love for the beautiful game. LA, let's make history in 2026!"

Snoop Dogg's selection as Community Chairman reflects his deep roots in Los Angeles culture. As a Long Beach native, he has long represented the voice and spirit of the region through his music, persona, and community presence. Beyond serving as a cultural influence throughout Los Angeles, he is known for giving back to the community through his involvement with youth sports, bridging the intersection of entertainment and sports, and uniting fan bases from around the world.

"Snoop Dogg is more than a global icon. He embodies all that is Los Angeles and his deep roots in the community and passion for uplifting the next generation make him the perfect ambassador as we prepare to welcome the world in 2026, said **Kathryn Schloessman, President & CEO of the Los Angeles Sports & Entertainment Commission and CEO of the Los Angeles World Cup 2026 Host Committee**. We're honored to welcome him as our Community Chairman, supporting this major event that is going to deliver significant impact to our region and be a major source of civic pride for Angelenos.

Snoop Dogg will serve as the chairman of the Community Ambassador Program that will be supporting the Los Angeles World Cup 2026 Host Committee. The ambassadors will help encourage the Los Angeles community to take part in this generational event and welcome to world to experience the best of Los Angeles.

For more on the Los Angeles World Cup 2026 Host Committee, please visit losangelesfwc26.com and LASEC.net.

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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, led by the Los Angeles Sports & Entertainment Commission (LASEC), and includes the Los Angeles Rams, SoFi Stadium and Hollywood Park, Los Angeles Football Club (LAFC), and LA Galaxy. For more information, visit losangelesfwc26.com.

About the Los Angeles Sports & Entertainment Commission

The Los Angeles Sports & Entertainment Commission (LASEC) is a non-profit organization officially designated to attract, secure and support high-profile sports and entertainment events in Los Angeles and serves as the lead for the [Los Angeles World Cup 2026](#) and [Super Bowl LXI](#) Host Committees. LASEC connects local businesses and communities with these major events to create lasting economic, cultural, and social impact for the region. For more information, visit: LASEC.net