

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>
To: "Direct to Mayor and Council"
Date: 4/14/2025 11:44:23 AM
Subject: CONFIDENTIAL: Information Bulletin: Official FIFA World Cup 26™ Vancouver Host City Poster Reveal

CONFIDENTIAL

Dear Mayor and Council,

I am writing to inform you that the FWC26 Vancouver Host Committee will issue an information bulletin on April 15, to reveal Vancouver's Official FIFA World Cup 26™ Host City Poster. This is the first time a FIFA World Cup™ has introduced official Host City-specific posters. Each of the 16 posters reflects the distinctive spirit and culture of its respective community, while showcasing a shared passion for the beautiful game. Vancouver's reveal is the result of a [contest run this past summer](#) for BC artists.

Please keep this information embargoed until it is shared publicly through the City's media email account on the afternoon of April 15.

The poster and artist will be promoted on X, Facebook and Instagram, and a digital campaign will run later in April to promote poster sales. Maria will reply to this email with the relevant [vancouverfwc26.ca](#) link and social media links, once these are live.

Best,

Paul

Paul Mochrie (he/him)

City Manager

City of Vancouver

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

City of Vancouver

Information Bulletin

April 15, 2025

Vancouver Reveals Official FIFA World Cup 26™ Host City Poster

Today, Vancouver revealed its Official FIFA World Cup 26™ Host City Poster, designed by BC artist Jamin Zuroski. Inspired by the region's natural elements and Indigenous culture, the poster captures Vancouver's connection to nature and the spirit of the beautiful game.

This is the first time a FIFA World Cup™ has introduced official Host City-specific posters—an exciting initiative that highlights the unique culture and energy of each participating host city. The FIFA World Cup 26™ Vancouver Host Committee celebrated by revealing a large, semi-permanent decal of the poster at BC Place Vancouver, on a window facing Terry Fox Plaza.

In August of 2024, the Host Committee offered an exciting opportunity for BC artists, inviting them to either submit a poster design or portfolio for a chance to represent Vancouver on the global stage. The finalist was awarded \$25,000 CAD, while the four runners-up each received \$1,500 CAD in recognition of their work. The contest, which ran from August 26 to September 27, garnered 187 expressions of interest and resulted in 57 submissions—51 poster designs and six portfolios.

A panel, including representatives from the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations, BC Pavilion Corporation, the Province of BC's Ministry of Arts, Tourism, Culture and Sport, Destination BC, the Host Committee, and a local artist, selected the top five designs.

Vancouver's poster is one of 16 posters being unveiled across host cities from March 18 to Thursday, April 17 on [FIFA's Official Host City Posters page](#). All posters will be available for purchase beginning April 19, 2025, with pre-orders available on FIFA's [registration page](#).

To learn more about the FIFA World Cup 26 Vancouver™ follow our [Instagram](#), [X](#) and [Facebook](#) accounts @FWC26 Vancouver. Fans can pre-register for FIFA World Cup 26™ ticket information at www.fifa.com/tickets.

About Jamin Zuroski

Jamin is an award-winning artist of mixed Ukrainian, Polish and Namgis First Nation ancestry. Throughout his 25-year-plus career, he has often celebrated the connection between sport and Indigenous culture and his art has been featured in major sporting events like the 2019 Canada Winter Games, and most recently the 2024 Ironman Triathlon. Learn more at www.vancouverfwc26.ca/poster.

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