

From: "Singh, Sandra" <Sandra.Singh@vancouver.ca>

To: "[Direct to Mayor and Council - DL](#)"

Date: 8/21/2025 8:56:06 AM

Subject: FWC26 Vancouver – Community Activation Playbook now available

Dear Mayor and Council,

Please see below for details on our newly launched Community Activation Playbook, a guide for businesses, community organizations and residents. It offers tips on celebrating, permitting and public viewing to help bring the province to life during FIFA World Cup 26 Vancouver™. This is an initial iteration and as we gather more feedback and insights, we will continue to enhance content and roll-out in phases, in collaboration with key partners locally and across the province.

Communications approach

To promote the playbook, we will engage in proactive media outreach with interested outlets and promote the playbook through social media. Additionally, we will share it with BIAs, key hospitality contacts (hotels and restaurants), and request amplification from partners including the Province of BC, PavCo, MST, YVR, TransLink, Destination Vancouver, Destination BC, Greater Vancouver Board of Trade, BC Soccer, and professional soccer community leads. The Province will also support province-wide distribution through its networks.

Key messages

Below are some key messages, if you wish to share out this resource:

- The FIFA World Cup 26™ is coming to Vancouver, and we want to create an experience that's unforgettable and uniquely Vancouver.
- 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.
- This 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.
- To view or download the playbook and find answers to frequently asked questions, visit www.vancouverfwc26.ca/community-activation.

If you receive media inquiries, we are happy to take them via the media inbox at media@vancouver.ca.

If you have any questions, please email Jessie Adcock at Jessie.Adcock@vancouver.ca.

Thank you,
Sandra

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