

From: ["van Dyk, Donny"](#)

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

Date: 1/28/2026 11:45:17 AM

Subject: Coca Cola Trophy Tour and Canada Celebrates

Dear Mayor and Council,

You may have seen some important FIFA-related announcements this morning regarding the Coca Cola Trophy Tour and Canada Celebrates. These are FIFA and Coca Cola-led activations with the Vancouver Host Committee supporting through digital amplification.

We're sharing key details below and would appreciate your support in amplifying this news. Please keep an eye on Host City social media channels ([Instagram](#), [Facebook](#) and [X @FWC26Vancouver](#)) to amplify through your networks.

More details on opportunities to get involved will be shared closer to the Vancouver activation dates. Additionally, please note the below guidance regarding media referrals.

COCA COLA TROPHY TOUR

Program overview

The [FIFA World Cup™ Trophy Tour by Coca-Cola](#) will bring the original FIFA World Cup Trophy to fans across 30 countries and 75 stops ahead of the FIFA World Cup™ with a stop in Vancouver on April 9, 10 and 11th.

Key messages

- Building on nearly five decades of partnership, FIFA and Coca-Cola are thrilled to bring the FIFA World Cup™ Trophy Tour by Coca-Cola to life, bringing the spirit of the tournament to communities nationwide and igniting pride, passion, and anticipation as the world's game comes to North America.
- The FIFA World Cup™ Trophy Tour by Coca-Cola will visit seven Canadian cities — Vancouver, Calgary, Winnipeg, Montreal, Halifax, Ottawa and Toronto.
 - Vancouver: April 9, 10 and 11
- At each stop, fans will experience unprecedented access through unique engagement opportunities, from immersive experiences to interactive football challenges and of course, the chance to see the magnificent FIFA World Cup™ Original Trophy.
- Fans can register for tickets to the FIFA World Cup™ Trophy Tour by Coca-Cola starting tomorrow (Thursday, January 29) by visiting [www.coca-cola.com /trophy](http://www.coca-cola.com/trophy) *[not yet live]*

Media inquiries

If you receive any questions from media, please direct media inquiries to press@coca-cola.com.

CANADA CELEBRATES

Program overview

Canada Celebrates is a fan experience with welcoming spaces for people to gather. Fans can expect live match viewings on large screens, cultural and music performances, interactive football-themed zones,

family-friendly activities, and local food and community programming. Each stop will offer a consistent experience, with communities adding their own local flavour. Entry will be free to the public.

Key messages

- FIFA launches Canada Celebrates the FIFA World Cup 2026™, a first-of-its-kind program for FIFA that will unite communities across the host country of Canada from June 11 through July 19, 2026, in celebration of the biggest FIFA World Cup™ in history.
- Canada Celebrates kicks off simultaneously on the west and east coasts on June 11 in British Columbia and Halifax, Nova Scotia.
- Canada Celebrates will have up to 40 stops, with stops located within a two-hour drive for more than 75% of Canadian residents
- Canada Celebrates will make the FIFA World Cup 2026™ more accessible to Canadians, creating meaningful opportunities for communities to take part in this historic event.
- While the Host Cities of Toronto and Vancouver will host matches and FIFA Fan Festival™, Canada Celebrates offers communities countrywide the chance to share in the experience of the FIFA World Cup™.

Media inquiries

If you receive any questions from media, please direct media inquiries to media@fifa.org

Please send any questions you have to Jessie Adcock at jessie.adcock@vancouver.ca

Thanks,
Donny

Donny van Dyk (he/him)
City Manager
City of Vancouver