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To: "Direct to Mayor and Council -

Date: 3/2/2026 6:19:26 PM

Subject: EMBARGOED: FWC26 Vancouver Update – 100 Days to Go and FIFA Fan Festival Launch

Attachments: EMBARGOED to 8 am March 3\_FWC26 Van 100 Days to Go\_News Release. pdf  
EMBARGOED until 9 am March 5\_FWC26 Van\_FIFAFanFestival Launch NR .pdf

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## EMBARGOED TO 8 AM TUESDAY MARCH 3, 2026 & 9 AM THURSDAY MARCH 5, 2026

Dear Mayor and Council,

Tomorrow marks 100 Days to Go to the FIFA World Cup 2026™ Vancouver, and we have an exciting week of updates ahead. In confidence and under embargo, we're sharing two key items to help Council plan, to be ready to amplify content once it's live.

### Media releases

Attached are two embargoed news releases which will also be translated in French — one for 100 Days to Go (March 3) and one for the FIFA Fan Festival™ Vancouver launch (March 5). Please do not share this information until the releases have been issued to media.

### 1. 100 Days to Go (embargoed until 8 am Tuesday March 3<sup>rd</sup>)

Below is some information on how individuals can join in supporting and celebrating the 100 Days to Go milestone on March 3.

- **Participate in "100 in the Wild" social media campaign:** Create or pose with a fun "100" (made, found, drawn, baked, stacked, etc.) and post it with your celebratory words on social media. Tag @FWC26 Vancouver to help amplify the campaign.
- **Amplify the "Dear Soccer" campaign launch:** Support the campaign's homage to local soccer storytelling and share a personal message about what soccer means to you or reshare the campaign content on your social channels and encourage the community to submit their stories.
- **Visit a Street Squad activation:** Stop by Commercial-Broadway from 4 to 6 pm, StadiumChinatown stations between 4 and 5 pm, or Terry Fox Plaza by the Countdown Clock from 5 to 6 pm on March 3, for a quick photo or interaction and share on your social.
- **Visit and share the first dressing installation:** Grab a selfie at the former Hudson's Bay building in downtown Vancouver and share on social media.

### 2. FIFA Fan Festival™ Vancouver Launch (embargoed until 9 am Thursday March 5<sup>th</sup>)

Below are some key messages for your use after the March 5 media release has been published, to assist in amplifying the launch.

- The FIFA Fan Festival™ Vancouver will be B.C.'s largest fan destination for live match viewing and soccer experiences during the FIFA World Cup™ this summer

- Entry to the Fan Festival site is free for fans of all ages, creating a truly accessible event.
- The venue will have a 25,000-person capacity at any given time, enabling more than 650,000 fans to experience the Festival throughout the tournament.
- Fans should arrive early to secure the best viewing spots for live matches, entertainment and performances.
- To stay updated, please visit: [www.vancouverfwc26.ca/fifa-fan-festival](http://www.vancouverfwc26.ca/fifa-fan-festival).

Also, as usual, we ask that you amplify and reshare your social media [X](#), [IG](#) and [Facebook](#) @FWC26Vancouver this week, once the two respective embargoes are lifted. Should media reach out after the media releases have been published, please refer to the messaging above, and /or direct them to [media@vancouver.ca](mailto:media@vancouver.ca).

Thanks,

Karen

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**Karen Levitt**, Deputy City Manager  
karen.levitt@vancouver.ca **telephone**

The City of Vancouver acknowledges that it is situated on the traditional territories of the x̱m̱əθḵəy̱əm/Musqueam, S̱ḵwx̱u817 \_wú7mesh/Squamish and s̱əlilw̱əṯ/Tsleil-Waututh nations

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## News Release

March 3, 2026

### Let's celebrate: 100 Days until FIFA World Cup 2026™ Vancouver

With just 100 days remaining until FIFA World Cup 2026™ kicks off, excitement is building across Vancouver, B.C. and Canada, as residents, businesses and fans gear up to welcome the world. Learn more about how we are marking this milestone moment, along with a look ahead at key focus areas for preparations that will share the next 99 days as Vancouver gets ready to host the tournament.

"As we get closer to the World Cup, you can feel the energy and excitement across Vancouver," said Vancouver Mayor Ken Sim. "Our communities, local businesses and fans are ready to welcome the world, and this milestone brings us one step closer to an unforgettable celebration of sport, culture and connection. Vancouver has a long history of embracing global events with pride, and the FIFA World Cup 2026™ will be no exception."

"With just 100 days until the World Cup arrives in British Columbia, excitement is building throughout the province. Hosting matches in Vancouver will bring lasting economic and community benefits by supporting local businesses, creating jobs, and inspiring young athletes in every corner of our province," said Anne Kang, Minister of Tourism, Arts, Culture and Sport. "But this is about more than seven matches – it's about the legacy we leave behind, and soon we will share how the World Cup's impact on British Columbians will extend far beyond the final whistle. We're also excited to support community celebrations and will soon announce watch party locations throughout B.C. to help make participation accessible and affordable for more people. Until then, we can't wait to welcome the world and showcase everything British Columbia has to offer."

To mark today's milestone, Vancouver's Host Committee is launching a series of community and digital activations designed to invite British Columbians to celebrate and share in the excitement.

- **100 in the Wild:** Fans are invited to take part in the 100 Days to Go in the Wild social media campaign by bringing the number 100 to life in creative ways, big or small. This could be an installation, object, moment, or activation using any medium such as a location, space or everyday surroundings. Participants can capture their creation, post it on social media, and tag @FWC26Vancouver for the chance to be featured on official channels.
- **"Dear Soccer" Campaign Launch:** The Dear Soccer campaign will also launch on social today and pays homage to British Columbian's deep connection to soccer.

Through real letters and short video messages from fans, players, coaches, volunteers and families, this fan led series invites locals to share the role soccer has played in their lives. Fans are encouraged to watch, share and amplify the content across platforms.

- **Street Squad Takeover at select Transit Hubs:** Street squads will be popping up across select transit locations in Vancouver. From approximately 3 to 6 pm, they will be at Commercial-Broadway and Stadium-Chinatown stations, and at 5 pm they will be at the countdown clock on Terry Fox Plaza at BC Place Vancouver. Commuters and passersby will have the chance to participate in quick quizzes, win small giveaways and learn about upcoming World Cup activities.

"With just 100 days to go until the FIFA World Cup 2026™, the excitement is building. This summer, Canada will both host and play to win," said the Honourable Adam van Koeverden, Secretary of State (Sport) and Canada's FIFA Sherpa. "More than one million visitors will come and billions will be watching. We will see real economic activity right across our country, while writing a new chapter in Canada's soccer legacy. The legacy of the FIFA World Cup 2026™ will be felt long after the final whistle, from coast to coast to coast, in the story we get to tell as a vibrant, welcoming, and innovative host country."

"Celebrating the beautiful game belongs to everyone, and we want all to be part of it and make lifelong memories," said Jessie Adcock, FIFA World Cup 2026 Vancouver Host Committee Lead. "As we count down the next 99 days, our focus is on showcasing Vancouver's welcoming spirit and bringing people together through sport,"

### **The next 99 days: What to watch for and do**

Vancouver's Host Committee and its partners want to ensure British Columbians are aware of exciting opportunities and events occurring in the coming days and weeks ahead, including:

- Donate to Level the Field to be one of the 52 people who will get the once in a lifetime chance to see a World Cup Match at BC Place Vancouver. Donations will support amateur sport accessibility across the Province of B.C. Donate at [www.levelthefield.ca](http://www.levelthefield.ca) before the deadline Mar.13.
- Stay tuned for exciting updates on the FIFA Fan Festival™ later this week and over the next few months, including details on match viewing, the performance line up and more at [www.vancouverfwc26.ca/fifa-fan-festival](http://www.vancouverfwc26.ca/fifa-fan-festival).
- Attend an information session to learn more about the different venues and ask questions. Learn more on our community hub ([www.vancouverfwc26.ca/community-hub/community-activation](http://www.vancouverfwc26.ca/community-hub/community-activation)) including checking out the Community Activation Playbook.

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- Participate in the FIFA World Cup™ Trophy Tour by Coca-Cola by getting tickets at [www.cokeurl.com/trophy](http://www.cokeurl.com/trophy)
- Take in dressing and signage as it goes up around the city. Grab a selfie at the first installation at the former Hudson's Bay building in the heart of downtown Vancouver.
- Keep an eye out for a comprehensive "Know Before You Go" campaign that equips fans and visitors with key transportation and travel guidance, provides essential safety and emergency information through official channels, and shares clear venue details to ensure a smooth and informed event experience.
- Check out Vancouver content on the FIFA World Cup 2026™ App and follow the FIFA World Cup 2026™ Vancouver WhatsApp channel for updates at: <https://whatsapp.com/channel/0029VbBrXqO5kg741I7n2e2R>.
- Learn more about the costs and benefits of hosting when we roll out the financial update in late Spring.

### **Celebrating with our partners**

#### **Chief Wayne Sparrow, xʷməθkʷəyəm (Musqueam Indian Band)**

"As we mark 100 days to kickoff, Musqueam is more excited than ever to welcome the world to our ancestral territory for FIFA World Cup 2026™. As a community, we celebrate the unity of soccer and embrace the powerful bonds that sport brings to athletes. This competition is a history-making opportunity to share who Musqueam is with the world, where we come from and the strength of our ancestors that carries us forward. We look forward to building connections, inspiring participation and creating a legacy for generations of soccer players and fans to come."

#### **Sxwíxwtn-Wilson Williams, Chairperson, Sk̓wx̓wú7mesh Úxwumixw (Squamish Nation)**

"With just 100 days until FIFA World Cup 2026, we are proud to be on track to welcome the world to our Traditional Territory. This moment is more than a milestone — it's an opportunity to share our history, culture and spirit on a global stage. Within our community, Sk̓wx̓wú7mesh Úxwumixw (Squamish Nation) will host 14 watch events for our People and launch a youth-focused ticketing program to inspire the next generation through this beautiful game. To us, success means creating an unforgettable experience for everyone."

#### **Chief Justin George, səliiwətał (Tsleil-Waututh Nation)**

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“With 100 days to go, our Tsleil-Waututh community is excited to be part of the FIFA World Cup 26™, proudly standing with our relations at Musqueam and Squamish in hosting one of the greatest global sporting events in the world on our shared, traditional lands. We look forward to welcoming the teams, fans, and dignitaries and embracing the incredible diversity and unity the tournament will bring. Soccer is one of the most popular sports within our Nation. As part of our legacy of partnership, we are building our Nation’s first, full-size turf field to ensure this generation and the next can fully experience the beautiful game.”

### **Chris May, General Manager at BC Place**

“Excitement is rising at the stadium as we get ready to welcome the world to BC Place Vancouver in 100 days for FIFA World Cup 2026. Our teams have been hard at work advancing critical accessibility and technology upgrades designed to create a more inclusive and modern environment for fans. These improvements ensure BC Place Vancouver is ready to deliver an exceptional experience worthy of the world’s game, and set the stage for the next generation of sport and entertainment in British Columbia.”

### **Kevin Quinn, CEO at TransLink**

“With the world’s attention on Metro Vancouver, public transit will be central to delivering a successful, welcoming experience. This region’s transit system was built to handle big moments, and we’re already doing the behind-the-scenes planning to scale up service, manage crowds, and keep people moving safely and reliably. We are ready to deliver for the world’s biggest event.”

### **Andy Margolis, Vice President, Operations and Chief Operations Officer at YVR**

"We look forward to welcoming the world to Vancouver for the FIFA World Cup 2026. At YVR, we are ready to deliver a world-class experience for every traveler. With thousands of fans coming to Vancouver and direct service to 13 of the 16 host cities we are proud to work alongside Musqueam and the Vancouver Host Committee to showcase our beautiful province as the first and last impression of our city."

### **About FIFA World Cup 2026™**

FIFA World Cup 2026™ will be the biggest sporting event ever, with three Host Countries, 16 Host Cities, 48 teams and 104 matches uniting an entire continent to showcase a momentous new tournament format. With more countries, cities, teams and games, FIFA World Cup 2026™ will be the most inclusive tournament ever, engaging millions of fans across 16 unique stadiums and billions worldwide. The tournament will take place from June 11 to July 19, 2026. To learn more or sign up for our newsletter, please visit our website at [www.vancouverFWC26.ca](http://www.vancouverFWC26.ca) and follow our [Instagram](#), [X](#) and [Facebook](#) accounts @FWC26Vancouver.

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**Media contact**

City of Vancouver

Vancouver Host Committee

[media@vancouver.ca](mailto:media@vancouver.ca)

**FRENCH Translation**

**Communiqué**

**Le 3 mars 2026**

## **Que la fête commence : J-100 avant la Coupe du Monde de la FIFA 2026™ à Vancouver**

À seulement 100 jours du coup d'envoi de la Coupe du Monde de la FIFA 2026™, l'enthousiasme commence à se faire sentir à Vancouver, en Colombie-Britannique, mais aussi ailleurs au Canada, où les résidents, les entreprises et les partisans se préparent à accueillir le monde entier. Découvrez comment nous célébrons ce moment important et quelles sont les priorités pour les 99 jours avant l'ouverture du tournoi à Vancouver.

« À l'approche de la Coupe du Monde, Vancouver déborde d'une énergie palpable » a déclaré le maire de Vancouver, Ken Sim. « Nos collectivités, nos entreprises locales et nos partisans s'apprêtent à accueillir le monde entier, et ce jalon nous rapproche un peu plus d'une célébration inoubliable du sport, de la culture et des relations humaines. Vancouver jouit d'une longue et glorieuse tradition dans l'accueil d'événements internationaux, et la Coupe du Monde de la FIFA 2026 ne fera pas exception.

« À seulement 100 jours du coup d'envoi de la Coupe du Monde en Colombie-Britannique, l'enthousiasme gagne toute la province. La tenue de matchs à Vancouver apportera des avantages économiques et communautaires durables grâce au soutien apporté aux entreprises locales et à la création d'emplois. Ce sera aussi une source d'inspiration pour les jeunes athlètes aux quatre coins de notre province », a déclaré Anne Kang, ministre du Tourisme, des Arts, de la Culture et des Sports. Toutefois, il ne s'agit pas seulement de ces sept matchs, mais de l'empreinte qu'ils laisseront. Nous vous présenterons bientôt les retombées positives de la Coupe du Monde sur la Colombie-Britannique, bien au-delà du coup de sifflet final. Nous nous réjouissons également de soutenir les célébrations des collectivités et nous annoncerons prochainement les lieux où se tiendront les soirées de visionnage dans toute la Colombie-Britannique afin de permettre à davantage de personnes d'y participer à un coût abordable. D'ici là, nous nous réjouissons d'accueillir le monde entier et de lui faire découvrir tout ce que la Colombie-Britannique a à offrir.

Pour souligner cette étape importante, le comité organisateur de Vancouver lance une série d'activités communautaires et numériques visant à inviter les Britanno-Colombiens à célébrer et à vivre cette effervescence.

- **Le chiffre 100 dans la nature** : Les partisans sont invités à participer à la campagne menée sur les réseaux sociaux « 100 jours dans la nature » en donnant vie au chiffre 100 de manière créative, à petite ou grande échelle. Il peut s'agir

d'une installation, d'un objet, d'un moment ou d'une mise en scène à l'aide de tout support, tel qu'un lieu, un espace ou un cadre quotidien. Les participants peuvent photographier leur création, la publier sur les réseaux sociaux et mentionner @FWC26Vancouver pour pouvoir l'afficher sur les canaux officiels.

- **Lancement de la campagne « Cher Soccer »** : Cette campagne sera également lancée aujourd'hui sur les réseaux sociaux pour rendre hommage au lien profond qui unit les Britanno-Colombiens au monde du soccer. Cette série, animée par des partisans, invite les habitants à témoigner de l'importance du soccer dans leur vie en envoyant des lettres sincères et de courtes vidéos provenant de partisans, de joueurs, d'entraîneurs, de bénévoles et de familles. Nous invitons les partisans à visionner, à diffuser et à promouvoir le contenu sur toutes les plateformes.
- **Street Squad Takeover dans certains centres de transport** : Des équipes de rue seront présentes dans certains centres de transport de Vancouver. Elles seront présentes aux stations Commercial-Broadway et Stadium-Chinatown entre 15 h et 18 h environ. De plus, à 17 h, elles se trouveront devant l'horloge du décompte de Terry Fox Plaza, au stade BC Place Vancouver. Les navetteurs et les passants auront la possibilité de participer à de brefs jeux-questionnaires, de remporter de petits cadeaux et de s'informer sur les activités à venir liées à la Coupe du Monde.

« À seulement 100 jours du coup d'envoi de la Coupe du Monde de la FIFA 2026™, l'enthousiasme gagne le pays. Cet été, le Canada sera à la fois hôte et participant, et il jouera pour gagner, » a déclaré l'honorable Adam van Koeverden, secrétaire d'État (Sports) et sherpa du Canada auprès de la FIFA. « Plus d'un million de visiteurs sont attendus, tandis que des milliards de personnes regarderont la diffusion des matchs. Nous assisterons à une véritable effervescence économique dans tout le pays, en plus d'écrire une nouvelle page dans l'histoire du soccer au Canada. Le legs de la Coupe du monde de la FIFA 2026™ se fera sentir longtemps après le dernier coup de sifflet, d'un océan à l'autre, notamment dans l'histoire que nous raconterons en tant que pays hôte dynamique, accueillant et novateur. »

« La célébration de ce sport merveilleux nous appartient à tous. Nous souhaitons donc que chacun puisse y participer et en garder un souvenir inoubliable », a déclaré Jessie Adcock, responsable du comité organisateur de la Coupe du Monde de la FIFA 2026 à Vancouver. Pendant les 99 jours qui nous séparent de l'événement, nous mettrons l'accent sur l'esprit d'accueil de Vancouver et sur la puissance unificatrice du sport. »

### **Au cours des 99 prochains jours : à surveiller et à faire**

Le comité organisateur de Vancouver et ses partenaires souhaitent s'assurer que les Britanno-Colombiens sont informés des possibilités et des événements passionnants qui auront lieu dans les jours et les semaines à venir, notamment les suivants :