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To: ["Direct to Mayor and Council"](#)
Date: 3/5/2026 12:12:22 PM
Subject: FWC26 FanFest Upcoming Announcements - Embargoed to March 17, 2026

EMBARGOED UNTIL EOD MARH 17, 2026

Dear Mayor and Council,

As I'm sure you've been seeing in the media and in social media, this has been a very exciting week of FIFA announcements, as we marked the countdown of the final 100 days to go to the start of the FWC26 event. This note clarifies the timing of the announcement concerning free access to the Amphitheatre floor.

- As part of this week's scheduled announcements, announcements about the Fan Festival programming and ticket sales will launch today.
- As a reminder, the FIFA Fan Festival is a public festival centered around the live broadcasts of FIFA World Cup 2026 matches, and includes live entertainment, recreational and cultural programming, food and beverage activation, and more. The FIFA Fan Festival is regarded as the best place to be outside of the stadiums as part of the FIFA World Cup 2026 experience.
- It is already public knowledge that admission to the Fan Fest site is free.
- What is not yet public knowledge is that access to the floor area of the Amphitheatre will be free as well (with access to the remainder of Amphitheatre seats requiring purchased tickets). This announcement will be made on March 17th jointly by the Province and City. Please treat this information embargoed and confidential until after the announcement has been made.
- We offer the following holding messages, that may be of use if you are asked about this.
 - Access to the Fan Festival site is free for everyone.
 - There will be a range of premium paid seating options for match viewing inside the Amphitheatre.
 - With respect to the Mayor's motion to provide some free seating within the Amphitheatre, discussions are underway between the Mayor and the Province of BC, and once more information about this is known, this will be announced.
- As always, we suggest that you direct media inquiries to media@vancouver.ca.

Thanks,

Karen

Karen Levitt, Deputy City Manager
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The City of Vancouver acknowledges that it is situated on the traditional territories of
the x m k y m/Musqueam, S wx\u02817mesh/Squamish and s lilw ta /Tseil-Waututh nations