

From: "Levitt, Karen" <karen.levitt@vancouver.ca>

To: "Direct to Mayor and Council -

Date: 5/5/2026 2:27:36 PM

Subject: EMBARGOED: FWC26 Vancouver Readiness Update and Know Before You Go Launch

Attachments: CONFIDENTIAL FWC26 Van Readiness Update NR_May 6 2026.pdf

EMBARGOED UNTIL 11:15 AM WEDNESDAY MAY 6 TH

Dear Mayor and Council,

Tomorrow - May 6th – Vancouver's FIFA World Cup 26 (FWC26) Host Committee and delivery partners will launch its FIFA World Cup 2026™ Know Before You Go campaign. This comprehensive campaign features essential information for match-goers, festival attendees and residents, supporting a safe, enjoyable tournament experience, while introducing visitors from around the world to Vancouver as an inclusive, welcoming and world-class host city.

In support of this exciting milestone, the Host Committee will co-lead a technical briefing for media tomorrow to share updates on the Know Before You Go campaign and FIFA Fan Festival™ Vancouver and provide a look ahead as we move closer to kick-off for FIFA World Cup 2026™.

In confidence and under embargo, we're sharing a few key items to help Council plan and be ready to amplify content once it's live. Please find the details below for your reference.

Media release

Attached is an **embargoed** news release which will also be translated in French. This will be issued at 11:15am on Wednesday, May 6, during the media technical briefing. Please do not share this information until the release has been issued to media.

If media reach out post release with questions, please refer to the messaging below or direct them to the Host Committee at media@vancouver.ca

Key messages

Below are some key messages for your use post media release on May 6 to help amplify the Know Before You Go campaign and FIFA Fan Festival™ Vancouver.

- This summer, Vancouver is set to host an anticipated 350,000 spectators over seven match days at BC Place Vancouver , in addition to 25,000 visitors to Hastings Park each day over 28 operating days of FIFA Fan Festival™ Vancouver.
- With less than 40 days to go until FIFA World Cup 2026™ kicks off, Vancouver's Host Committee and delivery partners are sharing key information to help visitors, residents and businesses prepare for the world's biggest sporting event.
- For visitors and residents moving around Vancouver on match days, particularly around the downtown core, plan ahead, know your route and give yourself extra time .

- Construction activities are being reduced throughout the city , particularly near BC Place Vancouver, the downtown core and on arterial connections to help keep roads clear.
- City of Vancouver staff and elected officials should consider the following when planning their commute:
 - Pacific Boulevard near BC Place will be closed from May 23 to late July . On the seven match days, there will be additional temporary road closures and restrictions in the stadium-area. Please refer to the road closure maps at www.vancouverfwc26.ca/community-hub/road-closures for more information.
 - During the busy tournament period, we encourage people to take advantage of the extra public transit services that will be available throughout the duration of the tournament, or walk, bike, e-scooter or use ride-hailing and taxi services .
 - Keep an eye on travel alerts before travelling.
- Visit www.vancouverfwc26.ca/kbyg to learn more about preparing for an enjoyable and safe FIFA World Cup 2026™ Vancouver experience. (This webpage will go live tomorrow morning).
- 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.

We encourage you to amplify and reshare our social media content on [X](#), [IG](#) and [Facebook](#) @FWC26Vancouver through the coming week, once the news release is issued tomorrow.

Thanks,

Karen

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 xʷməθkʷəy̓əm/Musqueam, Skwxwú7mesh/Squamish and səliwətaʔ/Tsleil-Waututh nations

News Release

May 6, 2026

Vancouver is ready, are you? Plan ahead for an unforgettable FIFA World Cup 2026™ Vancouver

With fewer than 40 days to go until FIFA World Cup 2026™ kicks off, Vancouver's Host Committee and delivery partners are sharing key information to help visitors, residents and businesses prepare for the world's biggest sporting event.

On June 13, BC Place Vancouver will host its first of seven matches, with Australia facing Türkiye. Across all seven match days, an estimated 350,000 spectators are anticipated to pass through downtown Vancouver to visit the stadium and experience the excitement on the pitch. Beyond the stadium, FIFA Fan Festival™ Vancouver opens June 11 at Hastings Park, welcoming up to 25,000 visitors at any given time over 28 days of programming, live matches, music and cultural experiences.

To help everyone plan ahead, Vancouver's Host Committee launched its FIFA World Cup 2026 *Know Before You Go* campaign. Essential information for match-goers, festival attendees and residents will be shared and available online, supporting a safe, enjoyable tournament experience, while introducing visitors from around the world to Vancouver as an inclusive, welcoming and world-class host city.

Getting around Vancouver

During the busy tournament period, we encourage people to take advantage of the extra public transit services that will be available throughout the duration of the tournament, or walk, bike, e-scooter or use ride-hailing and taxi services.

For visitors and residents moving around the downtown core on match days, plan ahead, know your route and give yourself extra time. Downtown is open and on match days there will be temporary measures in place in the stadium area, including road closures and local traffic-only restrictions for vehicles.

Our goal is to ensure that visitors to BC Place Vancouver can travel through the stadium area smoothly and safely, while minimizing the impact on residents and businesses' day-to-day activities.

For information on how to get around Vancouver, visit [\[link\]](#). For the latest match day road closures, visit www.vancouverfwc26.ca/community-hub/road-closures.

Venues and experiences

From the electric atmosphere inside BC Place Vancouver to the vibrant celebrations at FIFA Fan Festival™ Vancouver, unforgettable experiences will be found across the city. Arrive early, plan ahead and review venue guidelines in advance, including permitted and non-permitted items, to ensure a smooth and enjoyable experience.

- **Match Day Spectator Routes:** On the seven Vancouver match days, spectators are encouraged to start their experience at Main Street–Science World Station and enjoy the vibrant route to the stadium with activations and activities along the way. Volunteers, dressing and wayfinding will support guiding fans from other areas of the city to the Spectator Route, creating an unforgettable welcome to the FIFA World Cup 2026 experience. Clearly marked game trails will help visitors navigate efficiently to the stadium gates. Smooth access to the match for ticketholders is the top priority, followed by easy to navigate routes back into the city, so fans can continue enjoying everything Vancouver has to offer after the final whistle.
- **BC Place Vancouver:** BC Place Vancouver is one of the most accessible and distinctive FIFA World Cup 2026 stadiums. Located in the heart of downtown and overlooking False Creek, the iconic venue offers fans an exceptional urban match day experience. Inside the ticketed perimeter, spectators can expect interactive fan experiences, opportunities to purchase official FIFA World Cup 2026 merchandise, and memorable photo moments, all within a stadium that reflects Vancouver's unique character. Ticketholders will get further information and updates through the [FIFA Mobile Tickets App](#).
- **FIFA Fan Festival™ Vancouver:** Outside of BC Place Vancouver, the free FIFA Fan Festival™ Vancouver will be the official hub for the FIFA World Cup 2026 experience and Vancouver's largest watch party. Over 28 days, fans will enjoy live broadcasts of

matches, performances by global and Canadian artists including Indigenous artists, and one of the city's biggest live music programs in years. The Amphitheatre at the PNE will anchor the festival with live match viewing and concerts, featuring both ticketed shows and free first-come, first-served access for most broadcasts, while the free Park Stage will host 60+ live performances and match screenings across the grounds. Tickets are available here: www.vancouverfwc26.ca/fifa-fan-festival/entertainment.

- **Media accreditation update:** Members of the media, news outlets and content creators can now apply for media accreditation at the FIFA Fan Festival™ Vancouver. Learn more at www.vancouverfwc26.ca/media-hub/accreditation.

Need to know information

Visitors to Vancouver are encouraged to visit the Host Committee website for official updates, key emergency and non-emergency contacts, health information, and other helpful resources to support a safe and enjoyable experience. Learn more here: [\[Link\]](#)

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 and follow our [Instagram](#), [X](#) and [Facebook](#) accounts @FWC26Vancouver.

Quotes

The Honourable Adam van Koeverden, Secretary of State for Sport of Canada

"This summer, Vancouver will welcome the world for the FIFA World Cup 2026, bringing Canadians and visitors together for a truly once-in-a-lifetime moment. From match days at BC Place Stadium to the FIFA Fan Festival Vancouver, this tournament will bring communities together, showcasing the very best of our country and creating lasting memories for everyone. Sport helps keep our country strong. Our government is proud to

work with partners to deliver a safe, inclusive and unforgettable experience as we welcome the world to Canada.”

Anne Kang, Minister of Tourism, Arts, Culture and Sport

“We are thrilled to welcome the world to B.C. and showcase our province as a world-class destination. The excitement is building throughout B.C. for this once-in-a-generation opportunity and we are ready to show the world our energy. This Know Before You Go information is a chance for residents and visitors to come together to celebrate and enjoy the beautiful game and explore everything we have to offer in a safe and informed way.”

Ken Sim, Mayor of Vancouver

“FIFA World Cup 2026 promises to be an unforgettable celebration of Vancouver. Whether you’re cheering at a match at BC Place Vancouver, enjoying local food and drink while listening to live music at the free Park Stage at FIFA Fan Festival™ Vancouver, or simply taking in the sights and sounds of the World Cup as you make your way around the city, we’re ready to welcome the world this summer!”

Jessie Adcock, FIFA World Cup 2026™ Vancouver Host Committee Lead

“We’re ready to welcome the world to Vancouver and BC. From match days at BC Place Vancouver to the FIFA Fan Festival Vancouver and everyday travel around the city, we want people to feel informed, confident and excited as they plan their activities. By sharing clear, practical information early, we want to help visitors and residents enjoy a safe, smooth and unforgettable FIFA World Cup 2026 experience.”

Deputy Chief Don Chapman, VPD

“The Vancouver Police Department is committed to helping make the World Cup a safe, secure, and welcoming experience for everyone. Public safety is our top priority. Additional police officers will be deployed, including some from other partner agencies such as the RCMP, Metro Vancouver Transit Police, Delta Police Department, Calgary Police Service and Edmonton Police Service, all working together to keep the city safe throughout the event. Training is well underway in and around the city so don’t be surprised if you see more uniformed officers out and about. Please don’t hesitate to say hello. If you have safety concerns, our officers are there to help.”

Chris May, General Manager at BC Place Vancouver

"The moment we've all been waiting for is almost here, and we can't wait to welcome fans from around the world to our beautiful stadium and province. At BC Place Vancouver, we've been preparing to deliver an unforgettable matchday experience, and we encourage fans to arrive prepared too. Plan ahead, review event information before travelling, and come early to make the most of this once-in-a-lifetime experience!"

Kevin Quinn, CEO, TransLink

"Metro Vancouver knows how to host major global events, and transit has always been central to that success. For FIFA World Cup 2026 Vancouver, our teams are focused on delivering service, moving large crowds safely, and helping people travel with confidence. We're adding service across the system so fans, visitors and residents can spend more of their time enjoying the excitement."

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Media contact

City of Vancouver

FIFA World Cup 2026™ Vancouver Host Committee

media@vancouver.ca