Legislation Text

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Congratulating Philadelphia Soccer 2026 and FIFA for the Unveiling of Its Official Branding, “We Are 26.”

WHEREAS, The FIFA World Cup is the most prestigious soccer tournament in the world. Taking place quadrennially, the tournament will see 48 nations compete against each other in 2026, while uniting fans around the world through their shared passion and love for “The Beautiful Game;” and

WHEREAS, FIFA World Cup ‘26™ will be hosted by 16 cities across North America; and

WHEREAS, On June 16, 2022, FIFA announced that Philadelphia will be one of the 16 host cities for FIFA World Cup ‘26™, with Lincoln Financial Field serving as the Match Play Venue; and

WHEREAS, On May 18, 2023, FIFA launched its official Host City brands for FIFA World Cup ‘26™. “We are 26” is the acclamation for the 23rd iteration of the global tournament uniting all Host Cities under one rally cry; and

WHEREAS, Host City Executive of Philadelphia 2026, Meg Kane, stated, “The brand launch is a milestone in Philadelphia Soccer's ongoing planning efforts…this is a pivot point as we prepare for a once-in-a-generation opportunity for our City to unite in welcoming the world…as this global sporting event is expected to draw more than 500,000 visitors and generate $460 million in economic impact for the City of Philadelphia”; and

WHEREAS, The brand launch will unite people from other host cities but will also provide each city a moment, and opportunity to be able to say that, “We are 2026” as it welcomes the world to its respective town; and

WHEREAS, Philadelphia Soccer’s official branding includes a vibrant color palette of red, white, various shades of blue, green, and yellow. The red, white, and blue colors are an homage to the city’s heritage as the birthplace of the United States, while green is a nod to the Philadelphia Eagles, a key partner in this endeavor.. These, coupled with the symbolic reimagination of the crack in The Liberty Bell and ‘The Rocky Steps’ captures Philadelphia’s energy and lends authenticity to FIFA’s brand for 2026: and

WHEREAS, Philadelphia Soccer 2026, led by Chairman Daniel J. Hilferty. Vice Chair Michelle Singer, and the Board of Directors, has successfully secured Philadelphia’s opportunity to host the World Cup, and are focused on comprehensive planning to deliver a successful event; and

WHEREAS, Ensuring that hosting the World Cup will leave a lasting legacy for our City by fostering civic pride, a cultural exchange and global unity that will last for generations; now, therefore, be it

RESOLVED, BY THE CITY COUNCIL OF PHILADELPHIA, that it hereby congratulates Philadelphia Soccer 2026 and FIFA for the unveiling of its official branding, “We Are 26.”