

FIFA WORLD CUP 26

# PRESS RELEASE



## The North Texas FWC Organizing Committee Unveils Official FIFA World Cup 2026™ Volunteer Uniforms



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The North Texas FWC Organizing Committee unveiled the Official FIFA World Cup 2026™ Volunteer Uniforms today at Fair Park with a live model reveal, giving the media a first look at what volunteers will wear during the tournament.

With nearly 40 days until kickoff, the event marked another step forward for the North Texas FWC Organizing Committee Host City Supporters and partners, including the City of Dallas and Fair Park, which has served as the training site for volunteers across the region.

Designed by Adidas, the uniform features bold colors, lightweight materials, and the FIFA Volunteer Program's heart-shaped pattern highlighting the role volunteers play across stadiums, the FIFA Fan Festival™, and key sites throughout the city. The kit also includes Dallas-specific patches, giving volunteers a way to represent the host city.

The reveal featured local volunteers modeling the uniforms, highlighting the people who will help bring the event to life across key roles and venues. Among them were a nurse from Irving serving on the Competition Management team, a longtime Dallas volunteer leader who first worked the 1994 World Cup and will now serve as Airport Volunteer Captain at Dallas Fort Worth International Airport, and a North Texas teacher and coach stepping into a FIFA Fan Fest Volunteer Leader role.

Also featured was a Plano-based Ceremonies volunteer with prior FIFA experience, who shared that the opportunity to connect with people from around the world and be part of the tournament's energy is what keeps him coming back. Separately, another volunteer serving on the Access Management team at Dallas Stadium said that connecting with people from around the world is what draws him to the experience.

More than 5,000 volunteers from across North Texas will support tournament operations this summer, helping welcome fans from around the world.

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### **About The North Texas FWC Organizing Committee**

The North Texas FWC Organizing Committee is the official entity responsible for planning and delivering the FIFA World Cup 2026™ experience in North Texas. As one of the tournament's key Host Cities, Dallas will welcome teams and fans from around the world, hosting nine matches at Dallas Stadium in Arlington, the International Broadcast Center at the Kay Bailey Hutchison Convention Center, and a multi-week FIFA Fan Festival™ Dallas at Fair Park. The Official World Cup 2026™ Dallas Host City Supporters are UT Southwestern Medical Center, Coca-Cola Southwest Beverages, Choctaw Casinos and North Texas Sports Foundation - who will play key roles in supporting community and Legacy initiatives aligned with the North Texas FWC Organizing Committee.

### **CONTACTS**

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