

TOCA Social Kicks Off Summer of Soccer Watch-and-Play Offerings with Brandon Aubrey and Eddie Lewis

Fans Gather at TOCA Social Dallas to Watch Team USA, Play the Game, and Celebrate Soccer Culture



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THE COLONY (June 13, 2026) - TOCA Social officially kicked off its Summer of Soccer programming Friday night with its first-ever Watch & Play experience, welcoming fans, media, influencers, and community leaders to its Dallas flagship at Grandscape for Team USA's opening tournament match.

Hosted by **All-Pro Dallas Cowboys Kicker and TOCA Social stakeholder Brandon Aubrey** and **TOCA Football Founder and U.S. World Cup legend Eddie Lewis**, the event brought together soccer fans for an immersive matchday experience featuring live match viewing, interactive gameplay, food and beverage offerings, and fan activations. Four lucky fans that attended were surprised with autographed memorabilia from the celebrity co-hosts for each goal the U.S. scored.

As North Texas continues to embrace the excitement surrounding the world's biggest soccer tournament, guests experienced TOCA Social's signature interactive soccer games, watched Team USA on massive 4K screens, and participated in the Michelob Ultra Soccer Shootout Challenge for a chance to win tickets to a tournament match at Dallas Stadium in Arlington. Aubrey and Lewis joined fans throughout the evening, helping kick off TOCA Social's summer-long Watch & Play programming.

The Watch & Play experiences will continue throughout the tournament with live match screenings, interactive gameplay, fan activations, and group hospitality offerings for soccer fans of all ages and skill levels. The Michelob Ultra Soccer Shootout Challenge is open to all TOCA guests age 21+ through June 21.

With reservations available throughout the summer, guests can book TOCA Social at Grandscape for matchday gatherings, celebrations, corporate events, and group outings at the world's first soccer-themed social entertainment venue. For more information, follow @TocaSocial on Instagram or visit <https://www.toca.social/us>.

About TOCA Social

TOCA Social is the world's first soccer-themed entertainment and dining destination, combining immersive gameplay, world-class food and beverage, and social experiences designed for players and fans of all skill levels. Founded by former U.S. Men's National Team player Eddie Lewis and backed by leaders across global soccer and entertainment, TOCA Social is redefining how people play, watch, and connect through the game.

Media Contact

Courtney Frappier | Tony Fay PR | 214.505.5173 | courtney.frappier@tonyfaypr.com
Charlotte Gliieber | Tony Fay PR | 214.364.0356 | charlotte.glieber@tonyfaypr.com



Tony Fay PR | ---- | Dallas, TX 75074 US

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