



**Official #WeAreDallas Brand Revealed for FIFA World Cup 26™
Launch Marks Major Milestone, as the Countdown to 2026 Continues**

To download press kit assets from today's announcement, [CLICK HERE](#).

DALLAS (May 18, 2023) – The unveiling of #WeAreDallas, the official FIFA World Cup 26™ Host City Brand for Dallas marks a major milestone in the countdown to the world's biggest sporting event. FC Dallas President Dan Hunt, Dallas Cowboys Executive Vice President and Chief Brand Officer Charlotte Jones, and Dallas Sports Commission Executive Director Monica Paul revealed the Official Brand, emblem and colors for Dallas at the AT&T headquarters in downtown Dallas. The launch of the official #WeAreDallas brand invites fans, residents and communities across North Texas to become involved in the countdown to kickoff for the historic FIFA World Cup 26™. Flanking Hunt, Jones and Paul at the brand launch unveiling were 15 area youth soccer players wearing newly branded World Cup apparel.

"The #WeAreDallas brand launch is a milestone moment for the City of Dallas as the excitement and anticipation continues to grow for FIFA World Cup 26™," said Paul. "Every #WeAreDallas benchmark that follows will allow our region to shine in the global spotlight as we continue the march to 2026."

#WeAreDallas is one of 16 custom Official Host City Brands developed by FIFA to engage and unite fans across North Texas as anticipation for FIFA World Cup 26™ continues to build. The campaign will capture portraits and profiles of the North Texas faces, places and special FIFA World Cup™ stories that make Dallas unique as a Host City. #WeAreDallas will introduce and invite the world to the area's distinctive individuals and experiences that await fans in 2026.

"We are three years away from the return of the FIFA World Cup to North Texas," said Hunt. "Today's #WeAreDallas brand launch continues the legacy of Dallas' involvement with the greatest sporting event in the world. The entire FC Dallas family and massive soccer community in Dallas/Fort Worth are excited to showcase our hospitality and commitment to growing the beautiful game on the global stage."

FIFA World Cup 26™ will be the biggest single-sport event of all-time. The new tournament format will see 48 teams competing in 104 matches in 16 host cities across three countries. With more countries, cities, teams and matches FIFA World Cup 26™ will be the most diverse and inclusive sporting event ever.

"Our region is used to doing things big and I can't tell you how excited we are to begin the journey to the largest FIFA World Cup 26™," said Dallas Cowboys Owner, President and General Manager Jerry Jones. "We are ready to invite the world to experience the home of the Dallas Cowboys where big energy will fuel the beautiful game."

"Dallas continues to soar as a growing, international city on the rise," Dallas Mayor Eric L. Johnson said. "Today, we celebrate the #WeAreDallas brand as a proud FIFA World Cup 26™ Host City. Dallas looks forward to showcasing our great passion, pride and hospitality in 2026 as we welcome fans from all over the world."

Today's announcement included details of a scavenger hunt encompassing North Texas. The scavenger hunt features special pop up locations where fans can obtain official FIFA World Cup 26™ apparel. Locations include Klyde Warren Park and the AT&T Discovery District in Dallas; AT&T Stadium and Texas Live! in Arlington; The Star in Frisco and the Fort Worth Stockyards National Historic District.

Colin Smith, FIFA COO World Cup, said: "Today's launch is the culmination of an exciting collaboration between FIFA and the 16 Host Cities. Months ago, we embarked on a creative journey together to ensure that the colours, cultures, people and places synonymous with each city were ingrained in every element of the city brand identities. We're all thrilled to be able to reveal this unique artwork to the world along with our country and city partners and can't wait to see them applied to channels and locations intended to excite and welcome fans for 26."

The brand launch included the announcement of the new URL for Dallas dallasfwc26.com, which allows fans to engage and interact online as FIFA World Cup 2026™ approaches. New social media profiles @FWC26Dallas were also introduced on all platforms. Fans are encouraged to use the hashtags #WeAreDallas and #WeAre26 to join in the celebration.

The milestone moment is part of FIFA's #WeAre26 brand campaign that was unveiled in Los Angeles last night uniting fans across the United States, North America and the world. FIFA's unprecedented brand initiative reveals the culture and heritage of the 16 Host Cities for 2026.

Other Host Cities that unveiled their Official Brand today include Atlanta, Boston, Guadalajara, Houston, Kansas City, Los Angeles, Mexico City, Miami, Monterrey, New York/New Jersey, Philadelphia, San Francisco, Seattle, Toronto and Vancouver.

Media members are strongly encouraged to register for access to the FIFA Media Hub at the following link <https://extranets.fifa.com/en/registration/mediahub>. Registered users will have access to extensive media information and assets not available on FIFA.com.

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