

FIFA WORLD CUP 26

PRESS RELEASE



DALLAS CELEBRATES GRAND OPENING OF FIFA WORLD CUP 2026™ VOLUNTEER CENTER

The FIFA Volunteer Center will be located at the Food and Fiber Pavilion at Fair Park



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DALLAS (November 18, 2025) - The North Texas FWC Organizing Committee, in coordination with the City of Dallas, announced the grand opening of Dallas' FIFA World Cup 2026™ Volunteer Center at The Food and Fiber Pavilion at Fair Park, which will serve as the central hub for training and supporting volunteers in preparation for FIFA World Cup 2026™.

With over 25,000 square feet, the entire Food and Fiber Pavilion inside Fair Park will be utilized as the city's FIFA World Cup 2026™ Volunteer Center to mark another milestone in Dallas' preparations for next summer's tournament. The center will support participants at every stage of the tournament, including training and preparations for each individual role during FIFA World Cup 2026™, while also aiming to educate all volunteers about the history of the FIFA World Cup™ and the impact and role Dallas and the North Texas region will play in 2026 and beyond.

Beginning today and over the coming weeks ahead, an expected 15,000 applicants are expected to attend Volunteer Team Tryouts in person at the Food and Fiber Pavilion in hopes of becoming one of 6,100 volunteers for Dallas and the North Texas region – the second-largest pool of volunteers required by any Host City.

“Dallas is gearing up to take the spotlight on the global stage with the World Cup next year, and our volunteers are essential to making this event a success,” said Dallas Mayor

Eric L. Johnson. “Dallas’s community-focused volunteer spirit is unmatched, and I’m excited to see our volunteers serve as outstanding Dallas ambassadors as we showcase our renowned Texas hospitality to the world.”

In coordination with FIFA, the North Texas FWC Organizing Committee has developed a volunteer strategy tailored to Dallas’ unique tournament footprint - including nine matches, a semifinal, the scale of the city’s FIFA Fan Festival™ - to fill key areas and roles with volunteers. Once selected, volunteers will be placed in a role which could range from Accreditation, Ceremonies, Fan and Guest Operations, Language Services and Host City Ambassadors, to name a few, with role offers being sent out between January and March 2026.

“Today’s grand opening of Dallas’ FIFA World Cup 26™ Volunteer Center marks another important milestone in preparations for the North Texas region for next summer,” said Monica Paul, President of the North Texas FWC Organizing Committee. “Volunteers will gain a wealth of experiences, memories and valuable perks while also providing much needed assistance through various key positions of operations throughout the duration of the tournament.”

In addition to its central role in tournament operations, Dallas’ FIFA World Cup 26™ Volunteer Center highlights the North Texas FWC Organizing Committee’s commitment to community engagement, legacy and the excitement of the upcoming FIFA World Cup 26™. The center is designed to serve as a hub for volunteers, while also showcasing North Texas’ hospitality to the world through every volunteer’s role, while helping to generate long-term economic, cultural and civic benefits for the region.

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