

## **TOCA SOCIAL SELECTS DALLAS METROPLEX FOR U.S. FLAGSHIP DEBUT**

Founded by U.S. World Cup Legend Eddie Lewis and Backed by MLS and Abby Wambach, the World's First Soccer Social Club Launches at Grandscape this March



[CLICK HERE](#) for press kit.

**The Colony, TX (January 22, 2026)** - TOCA Football Inc. (TOCA), the world's leading technology-led soccer experience company, today announced the official U.S. debut of TOCA Social. Founded by two-time U.S. World Cup veteran and MLS player Eddie Lewis, the globally acclaimed soccer entertainment destination will host a ribbon-cutting ceremony on March 5, followed by its public grand opening on March 6 at Grandscape in North Texas.

The launch comes as Dallas prepares for its historic role in the 2026 FIFA World Cup, serving as the International Broadcast Center and hosting a tournament-high nine matches. TOCA Social will serve as the region's permanent home for soccer culture, bringing together the passion of professional sports with accessible, social play.

"TOCA was born from my obsession with the technical side of the game and the belief that a soccer ball should be at everyone's feet," said **Eddie Lewis, TOCA Founder**. "After seeing the incredible reception in the UK, bringing our Social flagship home to the U.S.—and specifically to a soccer-rich market like Dallas—is a dream realized. We've created a place where the skill of the pros meets the energy of a world-class night out."

### **The "Everybody Plays" Philosophy**

TOCA Social is designed to strip away the intimidation of the sport, replacing it with pure social play. The 20,000-square-foot venue features proprietary ball-delivery and tracking technology—an evolution of the "small ball" training method Lewis used during his 14-year professional career.

"Soccer is the ultimate unifier, but for too long, the 'entry fee' was being a pro-level athlete," said **Abby Wambach, USWNT Legend and TOCA Board Member**. "TOCA

Social is changing that narrative. This Dallas-area flagship is where the next generation of American soccer culture is being built.”

### **A Partnership for the Future of the Game**

As an official partner of **Major League Soccer (MLS)**, TOCA’s mission is to grow soccer play and fandom in the U.S.

“Our partnership with MLS is a cornerstone of our mission to engage fans in innovative new ways,” said **Yoshi Maruyama, CEO of TOCA**. “By launching our U.S. Flagship at Grandscape now, we are providing a world-class destination where fans can play, dine, and celebrate the global game. We’ve built a unique space that welcomes everyone—from soccer enthusiasts to casual social seekers.”

### **The TOCA Social Experience**

- **The Games:** Guests compete in "Social Boxes" featuring proprietary games designed for inclusivity. No cleats, jerseys, or experience required.
- **The Culinary Scene:** A chef-driven "Global Street Food" menu featuring **Birria Tacos** and **Spicy Fried Chicken**, paired with a world-class bar program including the fan-favorite "**Pitch Invader**" cocktail.
- **The Ultimate Watch Party:** With massive 4K screens and a vibrant, mid-century modern design, the venue is the premier location for international match viewings and corporate takeovers.

“Our goal is to transform the game,” said **Alex Harman, TOCA Social President**. “Every element has been designed to make soccer the most social and accessible sport in Dallas.

With [reservations](#) now open, guests can book TOCA Social in Grandscape for group outings, celebrations, corporate events, and matchday gatherings at this first-of-its-kind soccer-driven social entertainment venue.

TOCA Social is also scheduling media previews and coverage opportunities. Additional information, imagery, and booking details are available in the [press kit](#).

For updates, follow @TocaSocial on Instagram or visit <https://www.toca.social/us>.

### **Notes to Editors:**

TOCA Football, Inc. is a global leader in technology-driven soccer experiences, building communities that inspire people of all ages and abilities to play. The company operates two distinct businesses: TOCA Soccer, a growing network across North America of innovative soccer training centers for players of all skill levels\*, and TOCA Social, the world’s first soccer-themed entertainment and dining venue. For more information, please visit [TOCAfootball.com](https://www.tocafootball.com) or follow @tocafootball on Instagram, X, and Facebook. For more information about TOCA Social, please visit [toca.social](https://www.toca.social) or follow @tocasocial on Instagram.

*\*TOCA Soccer operates four TOCA Soccer center locations in Dallas-Fort Worth Metroplex: TOCA Soccer Allen, TOCA Soccer Keller, TOCA Soccer Carrollton and TOCA Soccer The Colony*

###

### **Media Contact**

Rachel Scoggins Taylor | Tony Fay PR | 469.667.2220 | [rachel@tonyfaypr.com](mailto:rachel@tonyfaypr.com)  
Charlotte Gliieber | Tony Fay PR | 214.364.0356 | [charlotte.glieber@tonyfaypr.com](mailto:charlotte.glieber@tonyfaypr.com)

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

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!