

TOCA Social Celebrates Grand Opening of First-Ever U.S. Flagship at Grandscape with Star-Studded Ribbon Cutting

Brandon Aubrey, Abby Wambach, and DFW Mascots Help Bring World Cup Energy to North Texas



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DALLAS (March 5, 2026) - TOCA Social celebrated the grand opening of its first-ever U.S. flagship location with a high-energy ribbon cutting and mascot kick challenge for charity. The venue officially opens to the public on March 6.

As North Texas gears up to host matches during the 2026 FIFA World Cup, TOCA Social Dallas launches as a new permanent hub for soccer culture, blending immersive technology, interactive play, elevated food and beverage, and vibrant fandom under one roof. Backed by Abby Wambach, Brandon Aubrey, and Major League Soccer, and founded by Eddie Lewis, TOCA Social has seen international success, and now brings its all-ages, all-access soccer entertainment experience to Dallas-area families and fans, whether or not they attend a World Cup match in person.

Global soccer stars, community leaders, and some of Dallas' most recognizable mascots came together to mark the milestone moment. Mascots representing the Dallas Cowboys, Dallas Mavericks, Dallas Stars, Dallas Trinity FC, and FC Dallas competed in an interactive mascot kick challenge, with each organization receiving a donation to the charity of its choice.

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.

About TOCA Football

TOCA Football is a tech-enabled soccer experiences company that combines innovative training technology, world-class coaching, and immersive entertainment venues to grow

the game globally. Through its training centers and TOCA Social locations, the company aims to make soccer more engaging, measurable, and accessible for players and fans of all levels.

With the addition of Brandon Aubrey as a stakeholder, TOCA continues to accelerate its mission of redefining how the world trains, plays, and connects through soccer.

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