



## NEWS RELEASE

### QUOTE SHEET: SEATTLE LOCAL ORGANIZING COMMITTEE LAUNCHES FIFA WORLD CUP 26™ HOST CITY BRAND WITH MONUMENTAL REVEAL AT SPACE NEEDLE

*Civic officials and community leaders react to today's host city brand launch.*

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**SEATTLE, WASH.** – Following today's release of the Seattle specific **Seattle FIFA World Cup 26™** brand and word mark, civic officials and leaders from the community and sports world offered their thoughts on the milestone moment.

#### **WASHINGTON STATE GOVERNOR JAY INSLEE**

"Whether you call it football or soccer, we can all agree it's incredibly exciting that Washington will host the FIFA World Cup in 2026. It's going to be a real delight to welcome fans from across the world to the Evergreen State for the tournament. At kickoff time, I'll be watching 'the beautiful game' and cheering for the U.S."

#### **CITY OF SEATTLE MAYOR BRUCE HARRELL**

"Embracing Seattle's unmatched passion for soccer and the bold Space Needle thinking out city is know for, **FIFA World Cup 26™** will allow us to once again showcase Seattle to the world - from our transformed waterfront to our commitment to innovation, sustainability and inclusion. Seattle communities know that sports and competition bring out the best in one another - and we are thrilled to put our values into action to welcome visitors from around the globe and build **One Seattle** together."

*The remaining individuals quoted are listed alphabetically by last name.*

#### **SOUNDERS FC MAJORITY OWNER ADRIAN HANAUER**

"Securing Seattle as a host city for the FIFA World Cup was an incredible moment for our city, state and entire Pacific Northwest region. However, it's now that the work truly begins to create an incredible event that embraces all of the ideals of inclusivity and innovation to which our local organizing committee is committed. Today's official brand reveal is an exciting step forward in our process and we're thrilled to share it with the public."

**SEATTLE SPORTS COMMISSION PRESIDENT & CEO, SEA 2026 BID COMMITTEE CO-CHAIR BETH KNOX**

“True to the spirit of Seattle, the process of creating our Host City brand was incredibly collaborative and held the vision for the future of our region at the forefront of design. Showcasing the intersection of legacy and innovation was priority, which resulted in a brand that highlights so many uniquely-Seattle elements.”

**SOUNDERS FC CHIEF OPERATING OFFICER, SEA 2026 BID COMMITTEE CO-CHAIR MAYA MENDOZA-EXSTROM**

“Today it’s real. Three years from now we will convene the world, literally, here in Seattle to celebrate all that the great state of Washington has to offer. We remain committed to bringing Washington State to the world. We remain committed to creating indelible core memories for traveling fans and locals alike; and centering our legacy in a soccer culture that includes everyone, centers our ground floor small businesses, practices sustainability and that provides access and opportunities to play for all kids.”

**SPACE NEEDLE PRESIDENT & CEO RON SEVART**

“In 1962 the Space Needle debuted for the World's Fair, an international event that left a tremendous impact on our community. We're excited to see our city on the global stage for the Seattle FIFA World Cup 2026 and can't wait for the legacy it will leave for generations to come.”

**SEATTLEFWC26 CEO PETER TOMOZAWA**

“Our vision for FIFA World Cup 26™ in Seattle is to create a people based legacy focused on our community, culture and children. The World’s Fair set the stage for Seattle to be the center of technology and the city of the future. Our legacy opportunity is guided by the spirit of unity, innovation and inclusion. We love that the world’s game is coming to Seattle in 2026, but our goal is to bring Washington to the world.”

**WE ARE SEATTLE** 