



KC2026 Selects National WWI Museum and Memorial as Location for Kansas City's FIFA Fan Festival™

KANSAS CITY, MO (August 14, 2024) – KC2026, with Kansas City Mayor Quinton Lucas, announced the National WWI Museum and Memorial will be the location of Kansas City's FIFA Fan Festival™ in 2026. As the official FIFA Fan Festival in Kansas City for the FIFA World Cup 26™, it will be one of many activations in and around the region during the global tournament.

"The National WWI Museum and Memorial, an enduring symbol of the importance of international peace and cooperation, is an ideal location to bring people from around the world together in Kansas City," said Mayor Lucas. "I look forward to the FIFA Fan Festival showcasing the vibrant cultures, talented artists and diverse cuisines that make Kansas City such a special place."

Many factors, including access to transportation, existing infrastructure, security and potential impact on local businesses and neighborhoods were considered before the National WWI Museum and Memorial was chosen. In addition to its operational strengths, the location is uniquely suited to projecting the image of Kansas City to the world. Soccer fans will see beautiful views of the Kansas City skyline from the FIFA Fan Festival grounds south of the Liberty Memorial Tower.

A nexus point for multiple transportation corridors such as the KC Streetcar, bus, nearby Union Station, bike transit and several major highways, the Museum and Memorial is well-situated to meet the needs of the transit mobility plan to be implemented for FIFA World Cup 26. And as the host of the 2023 NFL Draft Experience, it is a familiar landmark to many residents and visitors.

“Kansas City’s FIFA Fan Festival is what millions of people around the world will see during FIFA World Cup 26, and it is paramount we offer an incredible and uniquely Kansas City fan experience. This is an opportunity to show the world who we are. Expect to hear more in future communications about how to be involved,” said Pam Kramer, KC2026 CEO. “Programming and hours will vary throughout the tournament, allowing visitors time to explore not only Kansas City but the entire region. Whether someone experiences KC in person or virtually while watching matches, we want them to see what we do: a thriving city at the heart of a region on the rise.”

In addition to the competition venue, Kansas City Stadium (GEHA Field at Arrowhead Stadium), and the National WWI Museum and Memorial — additional community activations are expected around the region. KC2026 is partnering with the Greater Kansas City Chamber of Commerce, KCADC and the Mid-America Regional Council to communicate details to area chambers, city and county officials.

For more information about KC2026 and FIFA World Cup 26, please click [here](#). General media inquiries can be submitted directly to FIFA at media@fifa.org.

About KC2026

KC2026, based in the Soccer Capital of America™, was established to unify the bistate Kansas City metropolitan area through the safe, seamless and successful planning and execution of FIFA World Cup 26™ Host City duties. Situated in the center of the United States and spanning the Kansas-Missouri border, Kansas City will host six FIFA World Cup 26 matches, including a quarterfinal, and features three potential team base camp venues. Led by CEO Pam Kramer and its Board of Directors, the nonprofit organization also aims to harness the power of this premier experience to facilitate lasting social, economic, cultural and philanthropic impact for the region. For more information visit: www.KansasCityFWC26.com.

About Greater Kansas City

Home to 2.5 million people, Kansas City is a vibrant metro in the heart of the U.S., known as the “KC Heartland.” An all-new single terminal at Kansas City International Airport welcomes guests by air, while 85% of the U.S. is less than a two-day drive away. The region’s red-hot sports culture is embraced every season, headlined by the Kansas City Chiefs, Kansas City Royals, Major League Soccer’s Sporting Kansas City, and the National Women’s Soccer League’s Kansas City Current.

Home to renowned arts and culture, experience live entertainment in Downtown Kansas City’s Power & Light District, as well as 40 jazz clubs throughout the area. Find food from James Beard award-winning chefs and sample true KC tradition at more than 100 barbecue restaurants across the metro. Dive into some of the country’s most significant historical moments at KC’s treasured institutions, from the National WWI Museum and Memorial and the Harry S. Truman Presidential Library and Museum to the Negro Leagues Baseball Museum and the American Jazz Museum. Learn more at www.KC.org.

About FIFA World Cup 26™

FIFA World Cup 26™ will be the biggest sporting event ever, with three Host Countries, 16 Host Cities, 48 teams and 104 matches uniting an entire continent to showcase a momentous new tournament format. With more countries, cities, teams, and games, FIFA World Cup 26 will be the most inclusive tournament ever, engaging millions of fans across 16 unique stadiums and billions worldwide. The tournament will take place in June and July 2026. For the latest FIFA World Cup 26 information please visit the [FIFA World Cup 26 website](#). For media representatives wishing to stay up-to-date on all things 2026, please register via the [FIFA Media Hub](#).

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