



Greater Orlando 2026 World Cup Pursuit Partners Unveil Host City Candidate Logo and Host Watch Party for USWNT vs. Sweden

Greater Orlando celebrates the 25th Anniversary of the 1994 FIFA World Cup while looking ahead to 2026

ORLANDO, FL (June 20, 2019) – The Greater Orlando 2026 World Cup Pursuit Partners (GO26) today unveiled its new Host City Candidate logo, designed by Bosack & Co. Orlando is among 17 U.S. cities still in the running to host matches for the 2026 FIFA World Cup that will be jointly staged across the United States, Canada and Mexico.

“On behalf of our World Cup Pursuit stakeholders, we are thrilled to unveil our Host City Candidate logo,” said Jason Siegel, CEO of the Greater Orlando Sports Commission. “Our leadership team from the City of Orlando, Orange County, Orlando City Soccer Club and the Greater Orlando Sports Commission looks forward to welcoming dignitaries from FIFA and U.S. Soccer to Orlando during the upcoming phase of the bid process to showcase all that our community has to offer for 2026.”

"The overall shape of the logo is evocative of traditional soccer crests while the color palette communicates a strong sense of place," said Joe Bosack, designer of the logo. "The warm tones and the rising sun soccer ball represents the promise and opportunity ahead for soccer in Greater Orlando."

The Orlando 2026 World Cup Pursuit Partners along with the Orlando Downtown Development Board are hosting a Church Street Block Party this afternoon for the U.S. Women’s National Team as they take on Sweden in their final group stage match of the 2019 FIFA Women’s World Cup. Fox Sports will be on site to film and is expected to show live shots from Church Street during the international broadcast of the match. The game kicks off at 3:00 p.m., but fans are encouraged to arrive at Church Street at 2:00 p.m. for the chance to win an assortment of prizes. Dani Weatherholt, Carson Pickett, and Bridget Callahan from the Orlando Pride will also be on site during halftime to sign autographs.

In honor of the 25th Anniversary of the 1994 FIFA World Cup in Orlando, the first 25 fans to arrive and register at the Orlando Pride tent will receive an official Orlando 2026 World Cup Pursuit Scarf featuring the Host City Candidate Logo that was unveiled today. The first 100 fans to arrive and register at the Orlando Pride tent will receive a commemorative Orlando Pride cup and one free draft beer from Lion’s Pride. All fans in attendance will have the chance to enter to win additional prizes including a 2026 Orlando World Cup Pursuit jersey and a 2019 MLS All-Star Prize Pack, which includes one 2019 MLS All-Star jersey and two tickets to the 2019 MLS All-Star Game in Orlando on Wednesday, July 31, 2019.

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About Bosack & Co.

Bosack & Co. is an independent, national branding and design firm specializing in sports and collegiate athletics for 20 years. Based in Pottsville, PA, the firm has a depth of strategic marketing and branding experience trusted by over 100 clients. Most recently, the firm worked with the National Collegiate Athletic Association (NCAA) to reimagine and redesign the look of the NCAA Championships brand and its 90 championships across 24 sports and three divisions, including the Final Four, Frozen Four, and College World Series. For more, visit JoeBosack.com.

About Greater Orlando Sports Commission

GO Sports is a private, non-profit organization established to attract and manage sports-related events, conferences and activities that drive positive economic development in the City of Orlando, Lake County, Orange County, Osceola County, and Seminole County. Founded in 1993, the organization has hosted or co-hosted more than 1,300 events in the Greater Orlando area with a total economic impact exceeding \$1.4 billion in spending within the community. For more information, please visit GreaterOrlandoSports.com.

About Orange County Government

Orange County Government strives to serve its citizens and guests with integrity, honesty, fairness and professionalism. Located in Central Florida, Orange County includes 13 municipalities and is home to world-famous theme parks, the nation's second-largest convention center, and a thriving life science research park. Seven elected members make up the Board of County Commissioners including the Mayor who is elected countywide. For more information, visit www.Ocfl.net or go to Orange County on [Facebook](#) and [Twitter](#).

About Orlando City Soccer Club

Orlando City SC joined Major League Soccer (MLS) as the league's 21st franchise in November 2013, becoming the first MLS team in the Southeast. The Lions began league play in March 2015, and in 2017, moved into its privately-owned downtown soccer stadium. In 2019, Orlando City SC launched OCB in the newly-formed USL League One to bridge the gap between its successful youth development academy and the First Team.

In November 2015, the Club announced its intention to bring professional women's soccer to Central Florida and launched Orlando Pride in National Women's Soccer League. The Pride began league play in April 2016 with a star-studded team of FIFA World Cup Champions. For more information, visit orlandocitysc.com or orlando-pride.com.