



FOR IMMEDIATE RELEASE

Wednesday, June 14, 2023

Contact: Mayor's Office of Communications, mayorspressoffice@sfgov.org

*****PRESS RELEASE*****

**SAN FRANCISCO ANNOUNCES RETURN OF WORLD CUP
VILLAGE IN DOWNTOWN THIS SUMMER**

The City will partner with Street Soccer USA to host free watch parties for the Women's World Cup and bring back the Street Soccer USA Cup Series

San Francisco, CA - Mayor London N. Breed today announced the City will welcome Summer of Soccer to Downtown San Francisco, to include partnering with Street Soccer USA (SSUSA) to host free public screenings of the Women's World Cup in July and August in San Francisco's Downtown.

Following a hugely successful Men's World Cup Village that drew 12,000+ spectators in 2022, SSUSA will once again bring the live-streamed Women's World Cup matches to large, pop-up screens across the City, transforming Downtown spaces into an exciting, family-friendly World Cup Village. Alongside the Team USA Women's soccer watch parties, the City will also welcome the return of the [Street Soccer USA Cup Series](#) to San Francisco for the first time since 2019 on August 19.

The day-long soccer tournament, which features SSUSA youth program participants and adult teams from across the City, is the highlight event for SSUSA's year-round free soccer programs that target San Francisco's hardest-to-reach and most underserved communities.

"Bringing people together in San Francisco is what we do best, especially when it comes to our support for our sports teams," **said San Francisco Mayor London Breed**. "We are thrilled to be once again opening up Downtown to residents and visitors to watch the Women's World Cup with us and cheer on the best soccer team in the world – Team USA. We hope people will come for the soccer, but also the food, the music, and the fun for fans of all ages."

The Women's World Cup Village kicks off at [The Crossing at East Cut](#) on July 21 when Team USA faces off against Vietnam, with an opening celebration, live music, food trucks, and family-friendly activities beginning at 4:00 p.m. The full event series will take place on:

- July 21: The Crossing at East Cut (USA v Vietnam)
- July 26: Embarcadero Plaza (USA v Netherlands)
- August 5: Golden Gate Park (Round of 16)
- August 10: The Crossing at East Cut (Quarterfinals)

The free Women's World Cup public viewings are made possible through the generous support of various sponsors, including San Francisco's Office of Economic & Workforce Development



(OEWD), San Francisco Recreation & Park Department, Yours in Soccer Foundation, SF Parks Alliance, and BART.

“Rec and Park has a long and proud history of uplifting soccer, from our various youth indoor soccer leagues, to providing outdoor facilities for hundreds more youth and adult leagues, to hosting free public watch parties for both men’s and women’s World Cup events since 2010. It’s something we really get a kick out of!” **SF Rec and Park General Manager Phil Ginsburg said.** “With women’s soccer seeing major growth in recent years, we’re excited to be a part of this movement and watch it come alive at some of the city’s most popular public spaces this summer.”

“We’re proud to be continuing our partnership with Street Soccer USA, to engage San Francisco’s passion for soccer to drive activity and community building in our downtown neighborhood corridor,” said **Sarah Dennis Phillips, Executive Director of the Office of Economic and Workforce Development.** “Internationally, soccer uplifts, and Street Soccer USA brings that same spirit to our local communities. We’re thrilled to be providing a platform for multicultural exchanges as people come together to root for the Women’s World Cup this year.”

The Summer of Soccer will also be supported by Bay FC, the Bay Area’s new National Women’s Soccer League franchise preparing for its inaugural season in 2024.

“Bay FC’s mission is to unite the Bay area through world-class soccer, and what better way to do that this summer than by cheering on our US Women’s National Team during the World Cup,” **said Danielle Slaton, co-founder of Bay FC and former USWNT player.** “We’re proud to support the Summer of Soccer and Street Soccer USA’s mission and we are looking forward to seeing everyone at San Francisco’s viewing parties for the Women’s World Cup.”

Rounding out the City’s Summer of Soccer, the SSUSA Cup series will return to downtown San Francisco on Saturday, August 19 at the East Cut Crossing. The SSUSA Cup is held annually in iconic locations across the United States, coming to San Francisco before heading to Philadelphia, New York City’s Times Square, and Oakland’s Día de Los Muertos Festival.

“We are thrilled to join forces with Street Soccer USA and proudly provide The Crossing as the venue for the Women’s World Cup Viewing Parties. These gatherings not only amplify the excitement of the game but also create a platform to promote gender equality, inspire young girls, and foster a sense of community. Our commitment to initiatives like this aims to create a vibrant, welcoming atmosphere that attracts an influx of visitors, and stimulates local businesses in the area,” **said Andrew Robinson, Executive Director of the East Cut Community Benefit District.**

San Francisco’s Summer of Soccer is hosted by national nonprofit [Street Soccer USA](#), whose mission is to fight poverty and strengthen communities through soccer. The SSUSA Cup San Francisco is part of the Street Soccer USA Cup series, the premier soccer for social change competition in the country.



“We are overdue for this gathering and celebration of our community through soccer,” **said Alex Altman, Street Soccer USA Managing Director for the Bay Area.** “We’re thrilled to kick off San Francisco’s Summer of Soccer at the beautiful East Cut Crossing, which has become our home base and an amazing community space to build up our free, year-round programming for the city’s underserved youth. We look forward to seeing our players, their families, and our city in community around the beautiful game of soccer.”

For more information about the events, visit WorldCupSF.org and follow @worldcupsf on Instagram. To learn how to get involved as a player, volunteer, or sponsor for the 2023 SSUSA Cup please visit <https://www.streetssoccerusa.org/ssusa-cup-san-francisco-2023/>.

###