



# NEWS RELEASE

INTRODUCING  
**FUTURE  
FANS FREE**

Free for kids.  
Worth it for everyone.

PRESENTED BY 



## SEATTLE REIGN FC AND STARBUCKS LAUNCH “KIDS 12 & UNDER FREE,” A FIRST-OF-ITS-KIND PROGRAM TO GROW THE NEXT GENERATION OF SOCCER FANS

*New program invites families to experience professional women’s soccer together by providing up to five complimentary youth tickets with the purchase of one adult ticket; Groundbreaking new initiative that offers free tickets to all youth 12 and under believed to be unprecedented in North American professional sports*

**For Immediate Release: June 4, 2026**

**Contact: Ryan Perez (808-212-4018), Ellie Presnol (772-418-2325)**

**RENTON, WASH.** – Seattle Reign FC today announced the launch of “**Kids 12 & Under Free**,” presented by **Starbucks Coffee Company**, a **first-of-its-kind long-term commitment** to invest in the next generation of women’s sports fans. Designed to

remove barriers for families and young fans, the program reflects **a new model for fan development in professional sports** — one centered on participation, accessibility, experience and belonging from an early age.

While kids free ticketing initiatives are not new in professional sports, the initiative represents the first step in a broader evolution of how Seattle Reign FC is building fandom, membership and long-term participation around women's sports. The club is intentionally investing in new models designed to grow its fanbase through accessible and affordable live experiences, repeat engagement, community participation and lifelong connection to the game.

**Beginning with the club's next home match on Sunday, July 12 against Portland Thorns FC**, families who purchase one adult ticket are **eligible to receive up to five complimentary tickets for children ages 12 and under** at select Reign FC home matches during the 2026 season. Families can choose one or multiple eligible matches.

"We believe the future of the game should be accessible," said Seattle Reign FC Chief Business Officer **Maya Mendoza-Exstrom**. "If we want to shape the future of women's sports culture, we have to intentionally invite the next generation into it — not occasionally, but consistently. This initiative reflects a broader evolution in how we think about fandom, participation and belonging, and how we build lifelong connection around this club and this sport."

As Seattle prepares to welcome the world for the 2026 FIFA Men's World Cup this summer, Reign FC is using this moment as a launch point for long-term initiatives designed to attract new fans, evolve alongside a growing fanbase and ensure more people throughout the community can connect with the growth of women's sports globally.

"We want young fans to grow up feeling like this club belongs to them," said **Mendoza-Exstrom**. "**Kids 12 & Under Free** is about creating traditions, core memories and repeat experiences for families throughout Washington State. Our goal is not simply to bring kids to one match, but invite them to belong and help us shape the next generation of Reign FC fandom."

Starbucks joins the initiative as presenting partner, supporting the club's shared vision of investing in youth access, community connection and the next generation of soccer fans. Beginning this summer, information about the program will also be featured in select Starbucks coffeehouses across Washington State, helping extend the invitation to new families and communities throughout the region.

"As a company that started right here in Seattle, we're proud to partner with Seattle Reign FC and support this program across our hometown," said **Erin Silvoy**, senior vice president of global marketing at Starbucks. "We know connection starts with access. By helping bring this program to more communities across Washington, we hope to create more moments of belonging and joy for young people and their families."

The launch also aligns with Reign FC's broader youth development and fan growth strategy, including **expanded [Kids Club](#) experiences across all "Kids 12 & Under Free" matchdays**. Through enhanced youth-focused activations, collectible matchday elements and interactive fan experiences, the club aims to create deeper connections with young supporters and families throughout the season. **Starting in 2027, season ticket holders will also be able to participate in a season-long benefit for Kids 12 & Under.**

Six of Reign FC's nine remaining home matches are eligible for the "Kids 12 & Under Free" initiative, presented by Starbucks:

- Sunday, July 12 vs. Portland Thorns FC
- Sunday, August 9 vs. Angel City FC
- Sunday, August 30 vs. Houston Dash
- Sunday, September 6 vs. San Diego Wave FC
- Saturday, September 12 vs. Bay FC
- Sunday, November 1 vs. Orlando Pride

Additional program details and eligible matches for "Kids 12 & Under Free" can be found [here](#), while families can secure tickets for eligible matches [here](#).

## **ABOUT SEATTLE REIGN FC**

Seattle Reign FC was established in 2012 as a founding member of the National Women's Soccer League. The NWSL is widely considered to be the most competitive women's professional soccer league in the world. Since the inaugural season in 2013, the club captured the NWSL Shield three times, while making three appearances in the NWSL Championship and eight appearances in the NWSL postseason. Reign FC plays its home matches at Lumen Field in Seattle, Washington and trains at Starfire Sports Complex in Tukwila, Washington.

## **ABOUT STARBUCKS**

Since 1971, Starbucks Coffee Company has been committed to responsibly sourcing and roasting hi-quality arabica coffee. Today, with a global footprint of more than 41,000 company-operated and licensed coffeehouses and a growing presence in consumer-packaged goods, we are the world's premier purveyor of specialty coffee. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit us in our stores or online at [about.starbucks.com](http://about.starbucks.com) or [www.starbucks.com](http://www.starbucks.com).

# Ryan Perez

REIGN FC DIRECTOR OF COMMUNICATIONS  
C: 808-212-4018 ♦ RYANP@REIGNFC.COM

[REIGNFC.COM/MEDIA-RESOURCES](https://REIGNFC.COM/MEDIA-RESOURCES)

