NEWS RELEASE



FIFA WOMEN'S WORLD CUP 2031™ COMING TO U.S.; SEATTLE IS A CANDIDATE HOST CITY

Seattle seeking to build on FIFA World Cup 2026™ success and generations of leadership in women's sports

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SEATTLE, WASH. – Seattle today celebrated FIFA's formal decision to award the FIFA Women's World Cup 2031™ to the joint bid of the United States, Mexico, Costa Rica and Jamaica. While host cities have not been chosen, Seattle, fresh from hosting the FIFA World Cup 2026™, is one of more than 30 candidate cities positioning to welcome

national teams and fans at the start of the next decade. It will be the third FIFA Women's World Cup in the U.S., after 1999 and 2003. It will also be the first across four nations and the first with 48 teams and 104 matches.

Seattle's deep roots in women's soccer run through Seattle Reign FC, which helped launch the National Women's Soccer League in 2013 and has since connected Seattle supporters with generations of elite players, establishing the region as a passionate home for the women's game, and critical to its growth on the national stage.

"Seattle doesn't have to manufacture a women's soccer story. It's already here," **said Maya Mendoza-Exstrom, chief business officer of Seattle Reign FC and a board member of the Seattle Local Organizing Committee (Seattle LOC).** "From the players who helped build the USWNT to the Reign, a founding club of the NWSL, this community has backed the women's game for generations. Bringing the Women's World Cup here would honor that history and bring the world's biggest stage to a city that has always shown up for the women's game."

"Seattle is a soccer city that believes women deserve the biggest stages in sports, business and civic life," **said Seattle Mayor Katie Wilson**. "We have the teams, fans, businesses, investors and women leaders who have turned women's sports into a powerful part of our culture and economy. Seattle is ready to host the Women's World Cup and show the world what it looks like when a city goes all out for world-class women's soccer!"

FIFA World Cup 2026 brought six men's matches, and more than 1.2 million fans attended fan celebrations and community programming across Washington. More than 400 organizations and thousands of workers and volunteers made it happen.

"This summer, hundreds of organizations and thousands of residents proved what a united Seattle can accomplish," **said April Putney, CEO of Seattle LOC.** "Together we welcomed the world and delivered more than 35 community and legacy projects, and we don't intend to let that progress fade. As we compete for the Women's World Cup, we're aiming even higher. She belongs in Seattle."

Beyond the Reign in the NWSL, Seattle's national leadership in women's sports is reflected in the four-time WNBA champion Seattle Storm and the Seattle Torrent of the Professional Women's Hockey League (PWHL), making it the only city in the country where teams in these three professional leagues play within city limits. The region's commitment to advancing opportunities for women and girls in sports reaches past the professional ranks to college athletics, emerging and pre-professional teams, youth participation, coaching, leadership, and investment in the growing business of women's sports.

"Our city shined during FIFA World Cup 2026, with major publications ranking Seattle the #1 U.S. host city and stadium atmosphere," **said Tammy Canavan, CEO and President of Visit Seattle.** "Major events like these generate critical momentum for our

hospitality industry. We're eager to keep it going all the way to 2031, showing soccer fans what makes Seattle such an incredible and welcoming destination for women's sports, inside the stadium and out."

"Today is a historic day for women's soccer and for every girl who has dreamed of competing on the world's biggest stage," **said Beth Knox, chair of the Seattle LOC Board and president and CEO of the Seattle Sports Commission.** "Fresh off successfully hosting the 2026 FIFA World Cup, Seattle has demonstrated its ability to deliver unforgettable experiences on the global stage. With a proud history of championship-winning women's professional teams and a community that continues to champion women athletes, Seattle is uniquely positioned to welcome the world once again. Hosting FIFA Women's World Cup matches would be the natural next chapter for a city that has long helped lead the way in advancing women's sports."

Seattle's downtown community is also celebrating today's announcement. **Tonight, the city's skyline will glow red, white and blue** including at Lumen Field, Rainier Square, Rainier Tower, Seattle Convention Center, Seattle Courtyard Marriot, T-Mobile Park, and Tower 1201.

While uniquely positioned as a leader with a track record of success, Seattle's selection as a host city will ultimately depend on the tournament's selection criteria. FIFA is expected to share more about this process following the tournament award.

The **City's spirit of innovation and women's leadership continues Dec. 3, when Rough & Tumble hosts** **the first-ever all-day conference focused on women founders in women's sports**. The event will bring together leaders from across sports, business and investment to explore existing and emerging opportunities in this rapidly growing industry.

– REIGN FC –

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