



## NEWS RELEASE

### SEATTLE LOCAL ORGANIZING COMMITTEE AND PUYALLUP TRIBE OF INDIANS ANNOUNCE HISTORIC SEATTLE 26 HOST CITY SUPPORTER AGREEMENT

*The agreement makes the Puyallup Tribe of Indians the Official Legacy Supporter of the Seattle FIFA World Cup 26™ local organizing committee. This marks the first time in the history of the international tournament that an indigenous people have entered into an agreement with any host city.*

**For Immediate Release: June 20, 2023**

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**SEATTLE, WASH.** – Backdropped by an impressive red and black mural depicting one of the oldest forms of competition in North America, sləhal, Seattle’s local organizing committee and the Puyallup Tribe of Indians announced their Seattle 26 Host City Supporters Agreement Tuesday afternoon. The Puyallup Tribe joins SeattleFWC26 as the Official Legacy Supporter for all Seattle 26 activities and activations. This marks the first time in the history of the international tournament that an indigenous people have entered into an agreement with any host city.



From left to right Tribal Council Member Anna Bean, Tribal Council Chairman Bill Sterud, SeattleFWC26 CEO Peter Tomozawa, Tribal Council Vice Chairwoman Sylvia Miller and Tribal Council Member James Rideout

“Selecting a legacy partner was a top priority for us,” said Peter Tomozawa, SeattleFWC26 CEO.

“This is not just hosting a massive event that the state has never seen

before, but an opportunity for us to build a better future for generations to come. In 1962 the World’s Fair came to Seattle and laid the groundwork for Seattle to become the city of the future. In 2026, we want to

leave behind a people-based legacy impacting our community, culture and children that will strengthen the foundation for the future of humanity and the Puyallup Tribe of Indians is the perfect cultural partner to support our efforts.”

The Puyallup Tribe is a federally recognized sovereign nation of more than 5,000 members. The Puyallup People have lived along the shores of what is now called Puget Sound since time immemorial.

“Soccer is the international instrument to bring people together in a good way and for us to have a piece of that is really an honor,” said Puyallup Tribal Council Chairman Bill Sterud. “It is important that we are here, indigenous people. Whether it’s in Puyallup, throughout the state, throughout the country or through



SEATTLEFWC26 CEO Peter Tomozawa and Puyallup Tribal Council Chairman Bill Sterud sign Host City Supporter Agreement

North and South America, we are here, and we have a culture and it’s important. We take care of our people, and we’d like to show that to the world.”

The Puyallup Tribe of Indians will work with SeattleFWC26 on a number of massive initiatives throughout the next several years. This will allow the tribe the opportunity to share their story, in their own voice, on the global stage. This aligns with SeattleFWC26’s vision that while the FIFA World Cup™ is coming to the city in 2026, this tournament will bring Washington to the world and will find all ways possible to share the things that matter most to Washington residents.

“This agreement puts our Tribe on the global map,” said Matt Wadhvani, Financial and Economic Development Officer for the Puyallup Tribe of Indians. “Not only does it give us the opportunity to show the world how far we’ve come, but it also brings invaluable exposure to our thriving businesses and enterprises we are developing for the future.”

## **MEDIA RESOURCES**

- [QUOTE SHEET – PUYALLUP TRIBE OF INDIANS BECOMES LEGACY SUPPORTER](#)
- [SEATTLEFWC26 OFFICIAL SITE](#)
- [PUYALLUP TRIBE OF INDIANS OFFICIAL SITE](#)

- [PRESS KIT – DOWNLOADABLE VIDEO & PHOTOS\\*](#)

Today's announcement was held in front of the renowned sləhal mural depicting the traditional bone games that have been part of the Puyallup Tribe's rich culture since time immemorial. The game would be played for fun, used for ceremonial purposes and to settle arguments.

Puyallup Tribal Council Chairman Bill Sterud was present with the other elected members of the Tribe's governing body: Vice Chairwoman Sylvia Miller and Council Members Annette Bryan, James Rideout, Anna Bean, Monica Miller and Fred Dillon. Heritage staff and students from Chief Leschi Schools performed ceremonial song and dance to commemorate the occasion while 16-year-old Cecilia Dillon preceded the announcement with a prayer in the Puyallup Tribe's Lushootseed language. Chief Leschi Schools language teacher David Sway-la Duenas provided a translation of the prayer.

Host cities for the FIFA World Cup 26™ are the first to be able to engage with strategic partners to include local commercial supporters in the tournament. SeattleFWC26 has created 10 specific involvement opportunities and look to bring on nine additional Host City Supporters.

#### **About the Puyallup Tribe of Indians**

The Puyallup People have lived along the shores of what is now called Puget Sound since time immemorial. The Puyallup Tribe of Indians is a sovereign nation of more than 5,000 members and one of the largest employers in Pierce County. It serves its members and community with generosity and is committed to building a sustainable way of life for future generations. [Learn more about the Puyallup Tribe.](#)

#### **About the SeattleFWC26**

SeattleFWC26 is the local organizing committee for Seattle's participation as one of the 16 host cities selected for the FIFA World Cup 26™. As a not-for-profit organization, SeattleFWC26's vision is to foster a lasting legacy for our region, guided by the spirit of soccer, innovation and inclusion. To keep up to date on the latest news and involvement opportunities with SeattleFWC26 please register at [seattlewc26.org/get-involved](http://seattlewc26.org/get-involved)

#### **About FIFA World Cup 26™**

The FIFA World Cup 26™ will be the biggest sporting event ever – three Host Countries, 16 Host Cities, 48 teams, 104 matches uniting an entire continent to showcase a momentous new tournament format while keeping the exciting 4-team groups to ensure the ultimate football spectacle. With more countries, cities, teams and games, FIFA World Cup 26™ will unite the entire world on the biggest stage ever and will engage millions of fans across 16 stadiums and billions worldwide. The tournament will take place in June and July 2026. For the latest FIFA World Cup 26™ information please register via the [FIFA Media Hub](#) and visit the [FIFA World Cup 26™ website](#).

\*Pool photography and videography from today's announcement will be uploaded sometime after 2:00pm PT.

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