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PHILADELPHIA SOCCER 2026 & MURAL ARTS PHILADELPHIA LAUNCH A SPECIALLY COMMISSIONED DIGITAL MURAL TO ENGAGE THE REGION IN PHILADELPHIA'S EFFORTS TO HOST FIFA WORLD CUP 2026™



PHILADELPHIA (October 25, 2021) – Today, Philadelphia Soccer 2026, the City's official FIFA World Cup 2026™ bid committee, and Mural Arts Philadelphia, the nation's largest public art program, dedicated to the belief that art ignites change, launched a custom digital mural to demonstrate grass roots engagement in support of the City's continued efforts to host matches for FIFA World Cup 2026™. Entitled "*Love of the Game*," this online mural allows individuals to be part of this public work of art by uploading personal photographs that show their passion for "the beautiful game", whether as players or

fans. The digital mural will accept photographs from October 25 through February 28, 2022. Should Philadelphia be selected as one of the ten Host Cities for FIFA World Cup 2026™, it is the intention of Philadelphia Soccer 2026 and Mural Arts Philadelphia to have this design painted and installed in 2026, joining the more than 7,500 murals, which have earned Philadelphia international recognition as the “Mural Capital of the World.”

Designed by Nilé Livingston, a talented artistic force for Mural Arts Philadelphia and founder of Creative Repute, “Love of the Game,” was commissioned especially for Philadelphia Soccer 2026 and unveiled at an afternoon event at Lincoln Financial Field, the City’s proposed match play venue. The design goal for the mural was to capture the vibrancy, agility, focus and wonder of soccer while also highlighting how this international sport is reflective of 21st century Philadelphia, notably in its rich, growing diversity. Rooted in Philadelphia Soccer 2026’s overarching legacy goal of growing the game, especially among younger generations, the mural intentionally features a young male and young female in active play. The red, white, and blue colors of the young male’s uniform are a nod to the United States’s previously confirmed role as a Host Nation for FIFA World Cup 2026™ as part of the successful 2018 United Bid with Canada and Mexico.

“‘*Love of the Game*’ is an inspiring piece of art, which perfectly captures the beauty of both soccer and our great City,” said Daniel J. Hilferty, Incoming Chair, Philadelphia Soccer 2026. “To have thousands of local soccer fans be able to support our bid by being an active part of this digital mural will only further demonstrate to FIFA, CONCACAF, and U.S. Soccer the passion we have for hosting the World Cup in 2026. This builds on the success of FIFA’s September Site Visit and will help us to sustain momentum throughout the remainder of the bid period. We are delighted to partner with Jane Golden, Nilé Livingston, and Mural Arts Philadelphia to bring this digital mural to life and we look forward to finding it a physical home in Philadelphia when we are successful in winning the bid.”

Jane Golden, Executive Director of Mural Arts Philadelphia, echoed Hilferty’s sentiments, “It is always a privilege for Mural Arts to play a role in the City’s major events, especially those on the international stage. At the very core of Mural Arts is a passion for using the transformative power of art to ensure equal access to resources and opportunities. While this mural, designed by Nilé Livingston, celebrates our hope of winning the bid, it also celebrates the important mission of growing the game of soccer. We are so excited to launch this digital mural during Mural Arts Month because art, like sports, is a participatory experience! We encourage the entire region to participate in this amazing mural by uploading photos showing how you ‘*Love the Game!*’”

“*Love of the Game*” is now live and accepting photo submissions at www.Philadelphia2026.com. All photograph submitted for inclusion in the digital mural are subject to review and approval by Philadelphia Soccer 2026 and Mural Arts Philadelphia. Once approved, those submitting a photo will be notified by email of its addition to the digital mosaic and linked to its exact location for social sharing. Participants in the digital mural should expect 48-72 hours for review and placement of their photograph.

For additional information regarding Philadelphia's bid for FIFA World Cup 2026™, please visit: www.philadelphia2026.com. For a full schedule of Mural Arts Philadelphia's Mural Arts Month, presented by Chase, please visit: <https://www.muralarts.org/muralartsmonth/>.

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About the Artist

Nilé Livingston is a native of West Philadelphia whose ancestral roots in the city go back three generations. She holds a BA in Studio Art from Kutztown University and works across an array of media, including computer graphics, mural arts, and drawing. She is the founder of Creative Repute, LLC graphic design agency. Awarded 'Rad Girl Artist of the Year' in 2018, Nilé has exhibited at the African American Museum, the Philadelphia International Airport, and has work in the permanent collection of the Pennsylvania Convention Center. She has created digital and painted murals for Mural Arts Philadelphia and was the recipient of their Visionary Artist Award in 2021.

About Philadelphia Soccer 2026

Philadelphia Soccer 2026 is Philadelphia's civic committee overseeing the region's bid to host the FIFA World Cup 2026™. Established in the Commonwealth of Pennsylvania, it is governed by a five-person Board of Directors, which includes representatives from the Philadelphia Convention and Visitors Bureau (the sponsoring entity of the bid) and the City of Philadelphia.

About Mural Arts Philadelphia

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change. For over 35 years, Mural Arts has united artists and communities through a collaborative and equitable process, creating over 4,000 artworks that have transformed public spaces and individual lives. Mural Arts aims to empower people, stimulate dialogue, and build bridges to understanding with projects that attract artists from Philadelphia and around the world, and programs that focus on youth education, restorative justice, mental health and wellness, and public art and its preservation. Popular mural tours offer a firsthand glimpse into the inspiring stories behind Mural Arts' iconic and unparalleled collection, which has earned Philadelphia worldwide recognition as the "City of Murals." For more information, call 215-685-0750 or visit muralarts.org. Follow us on social media: @muralarts on [Twitter](https://twitter.com/muralarts) and [Instagram](https://www.instagram.com/muralarts), [MuralArtsPhiladelphia](https://www.facebook.com/MuralArtsPhiladelphia) on Facebook, and [phillymuralarts](https://www.youtube.com/channel/UCphillymuralarts) on YouTube.

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