



FOR IMMEDIATE RELEASE

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Soccer Legend Ramón Ramírez Headlines McAllen's Biggest World Cup Watch Party Yet

Thousands Expected at La Cancha as Mexico Faces Czechia and Fans Get a Rare Opportunity to Meet an El Tri Great

Following two highly successful FIFA World Cup 2026™ public viewing events that drew thousands of fans to Oval Park, the City of McAllen is proud to announce that Mexican soccer legend Ramón Ramírez will make a special appearance at La Cancha Watch Party on Wednesday, June 24, for Mexico's highly anticipated group stage match against Czechia.

Gates will open at 6:00 p.m., with a public meet-and-greet featuring Ramírez beginning at 7:00 p.m. The Mexico vs. Czechia match will kick off at 8:00 p.m. on La Cancha's giant viewing screen at Oval Park, located at the McAllen Convention Center.

The announcement comes after a record-setting turnout of approximately 5,000 fans attended Mexico's recent match against South Korea, making it one of the largest public viewing events ever held at Oval Park.

"Seeing thousands of fans come together to celebrate the World Cup has been incredible," said City Manager Isaac J. Tawil. "Bringing a player of Ramón Ramírez's stature to McAllen elevates the experience even further and gives fans a unique opportunity to connect with one of the greatest players to ever wear the Mexican national team jersey. This highlights the community spirit that drives McAllen to yet another level."

Widely regarded as one of Mexico's most talented midfielders of the 1990s, Ramón Ramírez became known for his remarkable left foot, vision, creativity, and leadership on the field. During an illustrious professional and international career, he earned approximately 120 appearances with the Mexican National Team and represented Mexico in both the 1994 and 1998 FIFA World Cups.

Ramírez helped Mexico capture multiple international championships, including the CONCACAF Gold Cups in 1993, 1996, and 1998, as well as the historic 1999 FIFA Confederations Cup title. He remains one of the most beloved figures in Mexican soccer history and a legendary player for both Santos Laguna and Club Deportivo Guadalajara (Chivas).

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In addition to the live match broadcast and special guest appearance, attendees can enjoy food trucks, local vendors, an artisan market, family-friendly activities, music, and a festive atmosphere that celebrates the culture and passion surrounding the FIFA World Cup 2026™.

Admission and parking are free:

La Cancha Watch Party: Mexico vs. Czechia

Wednesday, June 24, 2026

Oval Park at the McAllen Convention Center

700 Convention Center Boulevard, McAllen, Texas

6:00 p.m. — Gates Open

7:00 p.m. — Ramón Ramírez Meet & Greet

8:00 p.m. — Mexico vs. Czechia

Fans are encouraged to arrive early as attendance is expected to be high.

For additional information, visit the City of McAllen social media channels or call the McAllen Convention Center at (956) 681-3800.

Featured Watch Party Matches

Wednesday, June 24, 2026 | Mexico vs. Czechia at 8:00 p.m.

Thursday, June 25, 2026 | USA vs. Turkey at 9:00 p.m.

Tuesday, June 30, 2026 | Mexico vs. TBD at 8:00 p.m.

Wednesday, July 1, 2026 U.S.A vs. TBD at 7:00 p.m.

About La Cancha Watch Party

La Cancha Watch Party is made possible through the support of our sponsors and community partners: L&F Distributors, Explore McAllen, Q7 Sports, Raising Cane's, and Telemundo 40, whose contributions help provide this free experience for thousands of fans from both sides of the border.

Organized by the City of McAllen, this official FIFA World Cup 2026™ public viewing series brings residents and visitors together through soccer, culture, food, music, and community celebration. Hosted at Oval Park, the series features live match broadcasts, entertainment, local vendors, and family-friendly activities that showcase the energy, hospitality, and vibrant spirit of McAllen and the Rio Grande Valley.

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About the City of McAllen

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.–Mexico border. Known as the “City of Palms,” McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley. Today, the city employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. McAllen city leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit www.mcallen.net and follow us on social media @cityofmcallen