



FOR IMMEDIATE RELEASE

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**City of McAllen, Telemundo 40 Invite Fans to the Ultimate FIFA
World Cup 2026™ Watch Party in Spanish at La Cancha**
*More LED screens, free admission and festival atmosphere await fans as Mexico
advances to the knockout stage*

After a record-setting crowd packed La Cancha at the McAllen Convention Center for Mexico's World Cup match this past Tuesday, the City of McAllen and Telemundo 40 are inviting soccer fans to once again experience what has quickly become one of the premier World Cup watch parties in South Texas.

More than 12,000 fans filled the festival grounds for Mexico's match, reaching the venue's record capacity even before kickoff as Telemundo brought fans together to enjoy the game. Fans from both sides of the border transformed La Cancha into a sea of green, white and red, creating an electric atmosphere filled with music, chants, dancing and celebration that continued throughout the evening.

With Mexico advancing to face England this Sunday, organizers anticipate even larger crowds as thousands gather once again to cheer on *El Tri*. "We are witnessing something truly special in McAllen," said Mayor Javier Villalobos. "The excitement and joy are contagious. We saw families celebrating together, conga lines weaving through the crowd, pets dressed in soccer jerseys, fans doing somersaults, and complete strangers embracing after every big play. It was a beautiful display of peace, love and camaraderie that brought young people, children, seniors and visitors together from both sides of the border. That's what McAllen is all about, truly unforgettable experiences."

Located just north of Expressway 83 off Ware Road, La Cancha has become the Rio Grande Valley's premier destination for World Cup celebrations, offering live match broadcasts on giant LED screens, interactive activities, food trucks, artisan vendors, refreshments and entertainment in a family-friendly environment.

For Sunday's match at 1:00 p.m., the City is expanding the viewing experience by adding additional large LED screens throughout the festival grounds both inside and outside to accommodate the anticipated record attendance.

"The response from our community and visitors has been extraordinary," said City Manager Isaac J. Tawil. "The main viewing area remained packed throughout the evening as fans cheered, chanted and celebrated.

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We even saw fans tossing one another into the air in celebration after big moments during the match. The energy has been incredible, and with Mexico advancing, we're excited to welcome more visitors to La Cancha for what promises to be another great watch party."

Event organizers estimate approximately 15,000 visitors will cycle through the festival grounds on Sunday as fans arrive early, enjoy the festivities and remain after the match to celebrate. Fans attending Sunday's watch party can expect:

- Free admission
- Gates open three hours before kickoff
- Additional large LED viewing screens outdoors
- Large LED viewing screen inside Exhibit Hall
- Food trucks and cold refreshments
- Artisan vendors
- Interactive activities and entertainment
- Family-friendly atmosphere
- Pet-friendly event (outdoor only)
- Lawn chairs and blankets encouraged (both indoors and outdoors)
- Sunscreen recommended

The overwhelming response to La Cancha has extended beyond the festival grounds, generating significant engagement across social media as videos showcasing massive crowds, celebratory atmosphere and legendary fan moments continue to be shared throughout the region.

As excitement builds for Sunday's knockout stage matchup between Mexico and England, City officials encourage fans to arrive early, as capacity is expected to be reached well before kickoff.

FIFA World Cup 2026™ Watch Party – Mexico vs. England

Date: Sunday, July 5, 2026 - Gates Open at 11:00 a.m. (3 hours before kickoff)

Game Time: 1:00 p.m. Central Time

Location: McAllen Convention Center, 700 Convention Center Blvd., McAllen, Texas

About the La Cancha Watch Party

La Cancha Watch Party is made possible through the support of our sponsors and community partners: Telemundo 40, L&F Distributors, Explore McAllen, Q7 Sports, Raising Cane's. These partners 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.

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