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THE LOS ANGELES WORLD CUP 2026 HOST COMMITTEE UNVEILS THE OFFICIAL LOS ANGELES SONIC ID, PRODUCED BY LA'S OWN DJ FLICT

Official FIFA World Cup 26™ Los Angeles Sonic ID showcases the spirit and culture of Los Angeles

Los Angeles, CA - March 14, 2025 — Now less than 455 days from hosting the U.S. opening match for FIFA World Cup™, the Los Angeles World Cup 2026 Host Committee is proud to unveil the Official FIFA World Cup 26™ Los Angeles Sonic ID and its accompanying video to build anticipation for the tournament and give fans a glimpse into the cultural heartbeat for the Los Angeles region. The Sonic ID was produced by Grammy nominated/multi-platinum record producer, songwriter, and artist [DJ Flict](#) and serves as a celebration of diversity, creativity, and the unifying power of sport.

“Los Angeles is a melting pot of cultures, ethnicities, and style. My challenge in creating the Los Angeles Sonic ID was producing a FIFA World Cup anthem that would resonate with Angelenos and people around the world. I want everyone to feel included when they hear it,” said **Chris ‘DJ Flict’ Aparri, Grammy nominated/multi-platinum record producer, songwriter, and artist**. “My goal was to create a universal voice to bring everyone together. I used a bold mariachi style trumpet mixed with a touch of west coast hip hop to accomplish that LA sound I wanted.”

[LISTEN TO THE LOS ANGELES SONIC ID](#)

“Los Angeles is a premier destination for the world’s largest sporting events and a global cultural hub,” said **Kathryn Schloessman, President & CEO of the Los Angeles Sports & Entertainment Commission and Los Angeles World Cup 2026 Host Committee**. “DJ Flict beautifully channels our diverse creative energy into a Sonic ID that will inspire fans before and throughout their visits to the Los Angeles region for the World Cup.”

Music has become an integral part of the FIFA World Cup™, and for the 2026 edition, it will reach an entirely new level. For the biggest football tournament in history, featuring 48 teams competing in 104 matches across three host nations, FIFA has introduced a groundbreaking initiative that celebrates diversity, creativity and the unifying power of sport through music.

Some of the most talented and influential producers from the 16 Host Cities across Canada, Mexico and the United States have come together to create bespoke Sonic IDs – audio brands that connect the FIFA World Cup 26™ with Host Cities’ respective communities in a unique and memorable way. The project marks a milestone in the tournament’s legacy, blending global appeal with local flavor through music and sound. Each Host City selected a producer to remix the [Official FIFA World Cup 26™ Theme](#), infusing it with the distinct rhythm, vibe and cultural essence of their city.

Fans can [stream](#) and enjoy the Official FIFA World Cup 26™ Los Angeles Sonic ID on popular music platforms, including Spotify, Apple Music, and more, and watch the Los Angeles Sonic ID visualizer on the FIFA World Cup 26™ [YouTube](#) channel.

For more information on FIFA World Cup 26 Los Angeles™, please visit losangelesfwc26.com.

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About the Los Angeles World Cup 2026 Host Committee

The Los Angeles World Cup Host Committee was established to deliver a premier FIFA World Cup 26™ experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between FIFA and the Los Angeles region to harness opportunities surrounding the tournament to elevate our community. The Host Committee is co-chaired by LAFC Co-President Larry Freedman and former U.S. Men's National Team player Chris Klein, led by the Los Angeles Sports & Entertainment Commission (LASEC), and includes the Los Angeles Rams, SoFi Stadium and Hollywood Park, Los Angeles Football Club (LAFC), and LA Galaxy. For more information, visit losangelesfwc26.com.