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**GLOBAL ATHLETE AND PHILANTHROPIST LUKA DONČIĆ NAMED
OFFICIAL LOS ANGELES WORLD CUP 2026 COMMUNITY AMBASSADOR**

The NBA superstar will join the Los Angeles Host Committee as an Official Community Ambassador to help deliver an unforgettable World Cup experience.

LOS ANGELES (Oct. 16, 2025) – The Los Angeles World Cup 2026 Host Committee, led by the Los Angeles Sports & Entertainment Commission (LASEC), is proud to announce that Luka Dončić, Los Angeles Lakers guard, five-time NBA All-Star, youth sports advocate and philanthropist, will serve as an Official Community Ambassador for the Los Angeles World Cup 2026 Host Committee ahead of FIFA World Cup 26™. Los Angeles is ready to welcome the world, hosting eight World Cup matches at SoFi Stadium, including the U.S. Men's National Team's opening game, and 39 days of fan experiences planned throughout the region.

Growing up in Slovenia, Dončić was involved in many sports, including soccer, basketball, tennis, and gymnastics. He began his highly successful international basketball career in Europe, leading Slovenia to a gold medal at EuroBasket and Real Madrid to a EuroLeague Championship, before moving to the United States when he was drafted into the NBA in 2018 at the age of 19. Dončić was named 2019 NBA Rookie of the Year, has been selected First Team All-NBA five times and led the Dallas Mavericks to the 2024 NBA Finals. He joined the Los Angeles Lakers in February 2025. Now entering his second season with the team, he proudly calls Los Angeles home.

Dončić truly understands the power of sports. He launched the Luka Dončić Foundation in December 2024 with the goal of ensuring that youth sports are a joyful, enriching force in the lives of kids around the world. His fanbase extends beyond Los Angeles, reaching throughout the United States and across continents. As an international sports icon who has lived in three countries and speaks four languages, Dončić is a perfect representative for a global event like the World Cup.

"I've always been a football fan," said **Luka Dončić**. "Los Angeles is a great city full of amazing people who love to play and watch every sport. I can't wait for the World Cup and it's an honor to help bring people together through a sport that connects so many cultures around the globe."

Dončić has been a devoted soccer fan since he was a child in Slovenia, where soccer is the most popular sport. He has supported his favorite team, Real Madrid, since making his professional basketball debut with the club at age of 15. As a loyal "Madridista" and soccer enthusiast, he has also attended matches and supported the sport's growth throughout the United States. Dončić will be instrumental in helping the Los Angeles World Cup 2026 Host Committee welcome fans to Los Angeles for this once-in-a-generation event and leave a lasting impact across the region.

“Luka Dončić embodies the spirit of FIFA World Cup 26™, showcasing global talent, passionate fandom, and the incredible ability of sports to bring people together,” said **Kathryn Schloessman, President & CEO of the Los Angeles Sports & Entertainment Commission and CEO of the Los Angeles World Cup 2026 Host Committee**. “He brings a unique perspective as both an esteemed athlete in our region and a true soccer fan and will help us engage fans from around the world through this global event.”

Dončić will serve as an Official Community Ambassador alongside recently announced Community Chairman, Snoop Dogg, and Community Ambassadors, Cobi Jones, Eva Longoria and Magic Johnson. Together, these ambassadors will inspire the Los Angeles community to take part in this generational event and welcome the world to experience the very best of Los Angeles.

For more on the Los Angeles World Cup 2026 Host Committee, please visit losangelesfwc26.com and [LASEC.net](https://lasec.net).

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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.

About the Los Angeles Sports & Entertainment Commission

The Los Angeles Sports & Entertainment Commission (LASEC) is a non-profit organization officially designated to attract, secure and support high-profile sports and entertainment events in Los Angeles and serves as the lead for the [Los Angeles World Cup 2026](https://losangelesfwc26.com) and [Super Bowl LXI](https://superbowl.com) Host Committees. LASEC connects local businesses and communities with these major events to create lasting economic, cultural, and social impact for the region. For more information, visit: [LASEC.net](https://lasec.net)