

# PITCH TO PLATE

## FOR IMMEDIATE RELEASE

Contact: Steve Brener, BZA, 818-398-8039; Arlene Guzman, BZA, 415-517-5470

## **LASEC AND HUBWAV MEDIA LAUNCH “PITCH TO PLATE,” A DIGITAL SERIES EXPLORING LOS ANGELES SOCCER CULTURE AND FOOD AHEAD OF FIFA WORLD CUP 2026™**

**LOS ANGELES (May 19, 2026)** – The Los Angeles Sports & Entertainment Commission (LASEC), today announced the launch of “**Pitch to Plate**” produced by Hubwav Media, a new original digital series that dives into the heart of Los Angeles’ vibrant soccer culture. As the region prepares to host the world for the FIFA World Cup 2026™ including 8 matches at Los Angeles Stadium, the series highlights the neighborhoods, flavors, and diverse communities that have already established Los Angeles as a premier global soccer capital.

Hosted by TV/media personality, Mando Fresko, Music Director for Los Angeles Football Club and creator of the award-winning Mando & Friends, Pitch to Plate sits at the intersection of sport, food and culture. Each episode follows Mando across the region from the historic streets of Boyle Heights to the bustling hubs of Inglewood and Koreatown, to sit down with football legends, professional athletes, and influential cultural voices over meals at iconic local eateries.

Pitch to Plate is about how soccer actually lives in Los Angeles,” said **Mando Fresko, Producer and Host of Pitch to Plate**. “It’s more than just a game on a pitch, it’s the identity of our neighborhoods and the soul of our small businesses. By using food as our entry point, we’re able to have unscripted, personal conversations about legacy, community, and what it truly means to represent this region on the world stage.”

“Food is a universal love language, and there is no better way to experience the diverse cultures coming to Los Angeles for the FIFA World Cup than through our region’s incredible culinary scene,” said **Kathryn Schloessman, President & CEO of the Los Angeles Sports & Entertainment Commission and CEO of the Los Angeles World Cup 2026 Host Committee**. “This series highlights that in LA, there truly is something here for everyone. By exploring our neighborhoods through the lens of both sport and food, we are showcasing the diversity of our region to a global audience. A big thanks to our LASEC Foundational Partners — Amgen, Archer, Kaiser Permanente, Los Angeles Tourism, and Los Angeles Metro — whose unwavering support have made this series possible.”

With a built-in audience of over 1 billion streams and impressions across his various platforms, Mando brings a trusted, authentic voice to the project. The series serves as a cultural roadmap for the upcoming FIFA World Cup, positioning Los Angeles not just as a host city, but as a region with a deep, multi-cultural ties and connection to the sport.

Key highlights of the series include:

- **Legendary Perspectives:** Personal interviews with soccer icons and cultural leaders that go beyond the pitch.
- **Neighborhood Spotlights:** A cinematic look at the small businesses and communities shaping LA's soccer identity.
- **Road to 2026:** Exclusive storytelling that builds momentum as the region prepares for the largest single-sport event in history.

With less than a month until the FIFA World Cup 2026™, Pitch to Plate offers an early look at the stories and faces that will define Los Angeles when the world arrives.

The series will be available across [YouTube](#). Content will be amplified through the combined networks of Hubwav Media, Mando Fresko LASEC, and Los Angeles World Cup 2026 Host Committee channels.

For more information, follow [@HubwavMedia](#), [@MandoFresko](#), [@LASEC](#), and [@LosAngelesFWC26](#) on social media.

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### **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](#) and [Super Bowl LXI](#) 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](#).

### **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 2026™ 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, and is led by the Los Angeles Sports & Entertainment Commission (LASEC). It also 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 Hubwav Media**

Hubwav Media is an award-winning Los Angeles-based media and production company founded by Mando Fresko. Specializing in culture-driven storytelling across sports, music, lifestyle, and entertainment, Hubwav creates original content, live experiences, and branded campaigns for Fortune 500 brands, generating over 1 billion impressions across digital platforms.

## **LASEC FOUNDATIONAL PARTNERS**

