Downtown LA Brings World Cup Excitement to Life with Fan Activations and Community Watch Parties

Hosted by The Bloc, with DTLA Alliance and Metro, the two-day activation will bring fans together for World Cup screenings, community programming, and cultural experiences in the heart of DTLA.

Los Angeles, Calif. (June 2026) — As Los Angeles prepares to host a series of global sporting events, Downtown LA is emerging as a cultural hub where sports fans will want to come together, powered by collaboration from DTLA's public and private sectors. Kicking off with World Cup 2026, The Bloc, in partnership with Metro and the DTLA Alliance, will host two days of Community Watch Parties on June 18 and 19, where soccer fans can come together, engage, and experience the World Cup as a community.

Throughout the two-day activation, each World Cup match will be projected on a large LED screen taking over the Plaza Level of the Bloc. The first evening, on Thursday, June 18, will host a larger moment around the Mexico vs. South Korea match. Locals and fans visiting are encouraged to bring comfortable low-backed chairs or blankets, grab a bite to eat at any of The Bloc's restaurants, and participate in a series of activities throughout the day, including soccer skill challenges to win prizes, a footie freestyle performance, soccer themed arts and crafts a Bloc Rewards App giveaways and more!

The match schedule is as follows:

Thursday, June 18th:

- 9AM - Czechia vs. South Africa
- 12PM - Switzerland vs. Bosnia and Herzegovina
- 3PM - Canada vs. Qatar
- 6PM - Mexico vs. Korea Republic

Friday, June 19th

- 12PM - USA vs. Australia
- 3PM - Scotland vs. Morocco
- 5:30PM - Brazil vs. Haiti

The community watch parties offer an early example of how the public and private sectors can work together to create welcoming, convenient, culturally relevant experiences, as Los Angeles enters an upcoming era of hosting global sporting events.

"We're excited to welcome everyone to The Bloc for our community watch parties on June 18 and June 19. It's always special to bring people together to celebrate, connect, and share these moments as a community. We look forward to hosting visitors from across the area for two unforgettable nights filled with great energy and community spirit," said Dan Coté, General Manager at The Bloc.

The activation is part of DTLA Alliance's broader "DTLA Welcomes You" initiative which includes visitor-facing tools, programming and districtwide communications designed to encourage people to explore Downtown and move through it with greater ease during major events and beyond.

"Downtown Los Angeles is one of the region's most connected and dynamic gathering places, and moments like this show what is possible when our partners come together around a shared visitor experience," said Suzanne Holley, President & CEO of DTLA Alliance. "Through DTLA Welcomes You and activations like this one, we're working to make the Downtown center feel easier to navigate, welcoming, and engaging for visitors, workers, residents, and Angelenos as Los Angeles prepares to host global events for years to come."

At the Metro, DTLA Alliance's Purple Patrol will be on hand to greet visitors with mini country flags representing nations featured in The Bloc's Community Watch Parties, to help everyone get into the spirit. Giveaway locations include the 7th Street / Metro Center entrances at 7th & Figueroa, 7th & Hope, and The Bloc's 7th Street entrance, and are available on a first-come, first-served basis.

The community watch parties are free and open to the public. Fans are encouraged to arrive early, and take the Metro for an easy and accessible event experience. Additional event details are available at TheBlocLa.com. For more ways to experience Downtown LA during World Cup and beyond, visitors can explore DTLA Welcomes You, the DTLA Alliance's new visitor-facing guide featuring upcoming programming, local recommendations, itineraries, and helpful resources for discovering the neighborhood.

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The DTLA Alliance is a private non-profit coalition of more than 2,000 property owners, employing a team of nearly 100 and working with a range of city, county, and state officials and agencies to enhance the quality of life in the 65-square blocks of the Downtown Center, a bustling commercial and residential hub including Bunker Hill, the Financial District, Jewelry District and Pershing Square.

For over 25 years, the DTLA Alliance has taken pride in keeping the Downtown Center safe, clean, and welcoming, providing services such as sidewalk washdowns, trash pickups, and graffiti removal; deploying safety patrols on foot, bicycle, and vehicle; providing community assistance with Downtown ambassadors; and responding to individuals and properties in need of assistance through a 24/7 service hotline.

The organization is the leading source of information about Downtown LA and the Downtown market. Through DowntownLA.com, This Week in DTLA e-newsletter, and @downtown_la on social media, it reaches millions of people a year with stories about DTLA and insights on the latest to see and do. The DTLA Alliance produces highly regarded market reports and guides to the office, retail, residential, hospitality, and arts & culture sectors, along with research, tours, and other services to attract and support investment, development, and new businesses to DTLA.

The Bloc is a vibrant, open-air urban center, a growing, inclusive community, a LEED™ certified Gold project, an inflection point in the heart of downtown Los Angeles. Encompassing a full city block along LA's iconic 7th Street corridor, The Bloc connects the financial, fashion, jewelry, and theater districts – and the 7th Street Metro Center Station, where four DTLA lines converge. Offering a diverse mix of thoughtfully curated shops, artisans, premier retailers including restaurants, bars, open-air green space, and entertainment, The Bloc is also home to the Sheraton Grand Los Angeles Hotel, Alamo Drafthouse Cinema, and a 727,000 square-foot, creative-focused office tower. An array of events from live music, dance, and theater performances to art installations, fitness classes, and food and drink tastings welcomes Angelenos and visitors from all walks of life – and anyone seeking inspiration, community, and connection.

The Los Angeles County Metropolitan Transportation Authority (Metro) is building the most ambitious transportation infrastructure program in the United States and is working to greatly improve mobility through its Vision 2028 Plan. Metro is the lead transportation planning and funding agency for L.A. County and carries nearly 1 million boardings daily on a fleet of 2,200 low-emission buses and six rail lines. The latest October 2025 customer experience survey showed that customer satisfaction has risen to 87%.

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