



FOR IMMEDIATE RELEASE

KC2026 Executive Committee Names Director of FIFA World Cup Bid

KANSAS CITY, MO (September 1, 2021) – The KC2026 Executive Committee has named [Katherine Fox](#) Director of Kansas City's FIFA World Cup Bid.

Fox will be responsible for day-to-day management of bid deliverables, will lead planning for an upcoming site visit and will help build local and regional government and civic support for the event. She will office at the Kansas City Sports Commission.

Katherine served as Executive Director of the 2017 Prudential U.S. Figure Skating Championships. She then assumed the role of Director, Marketing & Sales for the Kansas City Sports Commission & WIN for KC.

Prior to returning home to Kansas City in late 2015, she was Director of Affluent Assets for VISA where she sourced and managed travel and lifestyle benefits for affluent-targeted North American Consumer Credit products. Before VISA, Fox was Vice President of Partnership Strategy for The Madison Square Garden Company in New York City where she led a team that supported the company's first multi-platform, multi-venue, and multi-media "Marquee Partnership" with JPMorgan Chase. She also spent many years on the agency side managing sports, entertainment, and venue sponsorships for American Express.

Fox received her MBA in Communications and Marketing/Media Management from Fordham University in New York, NY and her BA in American Studies from Trinity College in Hartford, CT where she played varsity soccer.

"Katherine is the perfect person at the right time to be named as the Director for our KC2026 FIFA World Cup Bid," said Kathy Nelson President & CEO, Kansas City Sports Commission & Foundation. "She has been connected to our efforts in welcoming the 2026 FIFA World Cup to Kansas City since 2017 and has been intricately involved in the process including meetings and management of every step. I have no doubt she will help our city finalize our efforts these next few months as we look forward to FIFA selecting the final 10 United States host cities."

"The Kansas City Sports Commission has been instrumental in our bid over the last four years and Katherine has been involved in every phase of the process," said Jake Reid, Sporting Kansas City President and CEO. "Katherine is widely respected across our region for her contributions to major sporting events in Kansas City and her leadership will greatly enhance our efforts to bring the World Cup to the Midwest."

The KC2026 Bid Committee has entered the final phase of bidding to be named one of 10 United States host cities for the 2026 FIFA World Cup, the world's largest single sport event. Kansas City is one of 17 U.S. cities currently in contention to be named a Host City, a decision that is targeted to be made by

mid-2022. Each U.S. Host City anticipates holding between 5-7 matches, which is estimated to generate up to \$620 million in incremental economic activity according to a 2018 study done by leading global management consulting firm Boston Consulting Group.

About The Kansas City Sports Commission and Foundation

The mission of the [Kansas City Sports Commission & Foundation](#) is to drive Kansas City's overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region. As a privately-funded nonprofit, we are entirely dependent on your support. For the latest on Kansas City Sports Commission news, follow on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#). Also follow the Garmin Kansas City Marathon on [Twitter](#), [Facebook](#) and [Instagram](#).

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