



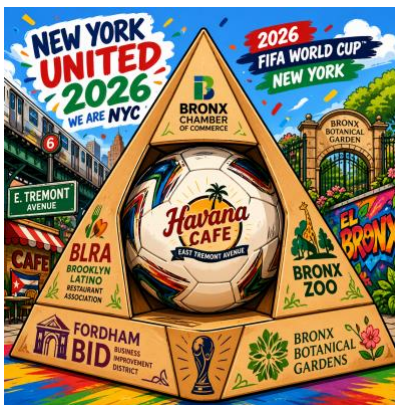
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The Bronx Chamber of Commerce Launches World Cup Business Hub to Promote Bronx Businesses, Attractions and Visitor Experiences Ahead of 2026 Games

New digital platform will showcase Bronx businesses and experiences as region prepares to welcome global visitors



Customized commemorative soccer ball provided to first 20 participants

BRONX, NY – The **Bronx Chamber of Commerce** today announced the launch of the [Bronx World Cup Business Directory Hub](#), a boroughwide digital platform designed to help Bronx businesses, restaurants, cultural institutions and visitor-serving organizations maximize the economic and tourism opportunities surrounding the 2026 FIFA World Cup.

The curated [website](#) will serve as an interactive directory and promotional platform for Bronx-based businesses and institutions offering World Cup-related programming, promotions and visitor experiences. The initiative is being led by the Bronx Chamber as part of a broader effort to ensure the Bronx is visible, competitive and positioned as a must-see destination for visitors traveling to the New York region for the tournament.

“As the world turns its attention to this region for the 2026 World Cup, the Bronx must be part of that story,” said **Lisa Sorin**, president of the Bronx Chamber of Commerce. “Our businesses, restaurants, cultural institutions and neighborhoods offer an experience visitors cannot find anywhere else. This hub is about making sure Bronx businesses are seen, supported and connected to the tremendous economic opportunity that comes with a global event of this scale.”

The Bronx World Cup Business Directory Hub will feature World Cup-themed menus and food specials, watch parties, hotel and hospitality packages, transportation and shuttle services, retail promotions, cultural experiences, family-friendly activities, visitor services, entertainment, nightlife offerings and event spaces. Businesses will be able to submit promotional offers, events, flyers, visitor discounts and World Cup-specific experiences for inclusion on the platform. The Chamber expects promotional rollouts for the platform to begin this week, with the hub remaining active throughout summer 2026.

The Bronx World Cup Steering Committee includes leaders and representatives from several businesses and community organizations across the borough, including Bronx Terminal Market, 161st Street BID, Belmont BID, Fordham Road BID, Great Performances, Havana Cafe, the New York State Latino Restaurant Bar & Lounge Association, McDonald's, Wildlife Conservation Society/Bronx Zoo, The New York Botanical Garden and Woodlawn Cemetery.

"This is an extraordinary moment for all of New York City, as the World Cup brings the eyes of the globe to our doorstep. For the Wildlife Conservation Society, it's a powerful opportunity to welcome millions of visitors to our aquarium and zoos, including the Bronx Zoo, while showcasing the vital role that cultural institutions play in the life of this city," said **John Calvelli** of the Wildlife Conservation Society and Bronx Zoo. "We are proud to be part of this effort and to work alongside partners across the Bronx to ensure that this global event delivers lasting benefits for our communities."

"The New York Botanical Garden is proud to be part of this boroughwide effort to welcome visitors and showcase the extraordinary cultural, natural and community assets of the Bronx," said **Jennifer Bernstein**, CEO and The William C. Steere Sr. President of New York Botanical Garden. "The World Cup presents an opportunity not only to bring new visitors to the region, but to introduce them to the Bronx as a destination rich in history, food, art, green space and authentic neighborhood experiences."

The initiative is designed to deliver long-term value beyond the tournament by driving foot traffic, increasing online visibility, generating media exposure, attracting new customers, fostering cross-promotional partnerships and elevating awareness of Bronx businesses and destinations as tourism destinations. Many of the partnerships and platform elements established through the initiative are expected to continue beyond the tournament, supporting ongoing tourism promotion and economic development efforts across the Bronx. To encourage early participation, the first 20 businesses to feature their World Cup offerings on the hub website will receive a commemorative World Cup soccer ball customized with their company logo.

The Bronx Chamber is also participating in the broader Summer of Opportunity coalition and regional tourism efforts connected to the World Cup and visitor engagement. Through that partnership, businesses participating in the Bronx hub may also be positioned for additional exposure through coalition-wide promotional efforts, broader tourism directories, regional campaigns and partner cross-promotion.

Bronx businesses interested in being featured on the Bronx World Cup Business Directory Hub can visit bxccworldcuphub.com to submit events, promotions and visitor experiences.

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About the Bronx Chamber of Commerce

Established in 1894, the Bronx Chamber of Commerce is one of New York City's leading business organizations. Representing a broad network of enterprises, from small businesses to major corporations, the Chamber advocates for economic growth, equitable development, and public-private partnerships that strengthen the Bronx. Through strategic initiatives, legislative engagement, and member programming, the Chamber works to expand opportunity and investment across the borough. Learn more at bronxchamber.org.

Media Contact

Tarsam Public Affairs

Taryn Duffy 917-520-1968; Taryn@TarsamPublicAffairs.com

Lindsay Salandra 914-469-1889; Lindsay@TarsamPublicAffairs.com