



# INFORMATION BULLETIN

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June 9, 2025

**To:** Ontario Soccer; District Membership and Associate Members  
**CC:** Ontario Soccer; Board of Directors, Staff  
**From:** Bjorn Osieck, Senior Director, Business

**Subject:** Ontario Soccer and BMO are Empowering the Future of Soccer with Launch of “GeneratiON26” Campaign

Ontario Soccer is thrilled to announce the launch of [GeneratiON26](#), a dynamic community engagement marketing campaign aimed at bringing soccer to all Ontarians. With BMO as the title partner, *GeneratiON26* is a bold initiative designed to unite Ontarians under a common goal: *pursuing their unique soccer journeys as members of GeneratiON26 and celebrating the beautiful game*. The *GeneratiON26* campaign will unfold over the next three years, with a full calendar of events and initiatives running through the summer of 2026 and beyond.

This exciting campaign will engage and strengthen communities, improve accessibility to the game, and create a lasting legacy in Ontario’s soccer landscape leading up to and during 2026. By focusing on grassroots initiatives, coach and match official development, and the recruitment and retention of volunteers, *GeneratiON26* is an effort to ensure soccer remains a central part of Ontario’s cultural fabric for generations to come.

At the core of *GeneratiON26* are a series of *BMO Festivals*, co-hosted with various member organizations across Ontario. These community festivals will bring together families, young players, and fans in a celebration of soccer. Additionally, the newly launched Ontario Soccer *MySoccer App* and media platform, powered by BMO, will serve as the digital home for all *GeneratiON26* content, making it easier than ever for Ontario’s soccer community to connect, share and engage.

A striking, custom-created visual identity suite, including unique logo marks and branding elements, will accompany the campaign. These designs will be featured prominently on event signage, merchandise and giveaways, inspiring stakeholders across the Ontario Soccer family to proudly

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display them as their very own *GeneratiON26* badge of honour. The visual identity will help galvanize a sense of unity, pride, and belonging within Ontario's soccer community, marking this initiative as something truly special.

The campaign officially kicks off at Ontario Soccer's home, the Zanchin Automotive Soccer Centre in Vaughan, with the inaugural *BMO Grassroots Soccer Festival* on June 9, 2025. Today's special event also marks the start of *Soccer Week in Ontario*, offering an action-packed day of fun activities, community connections, and giveaways for young players and families.

### **A Three-Pillar Approach to Soccer Engagement**

Ontario Soccer's *GeneratiON26* campaign will be structured around three key pillars:

1. **BMO Anchor Events & Programs Delivered by Ontario Soccer:** These signature festivals and tournaments will engage communities from across the province, uniting them through their shared love of soccer.
2. **Club Initiatives:** Ontario Soccer District Membership Clubs will be provided with resources, tools, and support to host their own *GeneratiON26* events, creating local, impactful experiences that enhance engagement and inclusivity.
3. **Volunteer Leader Recruitment and Development:** Ontario Soccer's key programs—such as coaching clinics, match official workshops, and other development initiatives—will be enhanced with the *GeneratiON26* brand, ensuring the values of community, inclusivity, and growth are woven into all aspects of the soccer experience.

Fans and participants are encouraged to follow Ontario Soccer's social channels for more updates on upcoming festivals, programs and special events.

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