



CITY HALL
10300 TORRE AVENUE
CUPERTINO, CA 95014-3255
WWW.CUPERTINO.GOV

PRESS RELEASE

FOR IMMEDIATE RELEASE

July 24, 2026

CONTACT: Samantha LoCurto

samanthal@cupertino.gov

Cupertino Celebrates Community and Youth Soccer at Cupertino Kicks Event

CUPERTINO, CA - Nearly 150 community members gathered at Cupertino Library Field on July 22 for Cupertino Kicks, a family-friendly event that introduced local children to soccer and encouraged active outdoor play.

Through FIFA's Football for Schools program, the City of Cupertino distributed 100 official adidas FIFA soccer balls to local children. The soccer balls were provided through a partnership between FIFA and the United States Conference of Mayors, helping make the sport more accessible to local families.

Throughout the evening, children participated in soccer drills, practiced new skills, and enjoyed popsicles. Participants gathered on the field and proudly announced, "Thank you, FIFA" and "Cupertino loves soccer!" in recognition of the program that made the event possible. Event footage available here: [Cupertino Kicks: FIFA Ball Giveaway for Families](#)

"We're grateful to FIFA and the United States Conference of Mayors for making this program possible," said City Manager Tina Kapoor. "It was great to see so many kids out on the field having fun, learning new skills, and enjoying the game with their and families."

The event concluded with children receiving their official FIFA soccer balls and having them signed by Mayor Kitty Moore. Cupertino Kicks aligned with Mayor Moore's Move Moore Initiative, which encourages residents of all ages to stay active and engaged through recreation and community activities.

The City of Cupertino thanks FIFA, the United States Conference of Mayors, volunteers, community partners, and families who helped make Cupertino Kicks a success.