

TEMPLATE — FOR PARTNER CITY LOCALIZATION

Replace all bracketed fields with local details. Do not distribute publicly before June 9, 2026, the date the Love is the Goal campaign is publicly revealed. Delete this top block before distribution.

[CITY] Joins Love is the Goal During the 2026 World Cup

Local artists, activists, and community leaders gather in [CITY] in solidarity with Dr. Nasser Mohamed and the global Love is the Goal campaign, anchored by the Love is You activation in San Francisco

[CITY], [STATE/COUNTRY] – [MONTH] XX, 2026 – On [DATE], as the 2026 World Cup begins in North America, [CITY] will host a [EVENT TYPE: gathering / watch party / flag raising / community event] in solidarity with Love is the Goal, a global campaign about the universal right to love and be loved.

LGBTQ+ people exist everywhere. They deserve to be seen, celebrated, and embraced for who they are. Love is the Goal is built around that idea, and uses music, art, and public gathering to make the case in cities around the world.

The campaign is anchored by Dr. Nasser Mohamed, the first openly gay Qatari to come out publicly after fleeing state persecution. His story gives the campaign a face and an urgency. The campaign itself is bigger than any one country or one story.

The [CITY] activation is organized by [LOCAL ORGANIZING PARTNER(S)] and joins partner cities around the world during Pride Month and the opening weeks of the World Cup.

In [CITY]

[2–3 SENTENCES DESCRIBING THE LOCAL ACTIVATION: WHAT IS HAPPENING, WHO IS HOSTING, WHAT MAKES IT MEANINGFUL TO THE CITY. INCLUDE VENUE, DATE, AND TIME. KEEP THE TONE GROUNDED AND HUMAN, NOT PROMOTIONAL.]

“[LOCAL SPOKESPERSON QUOTE — 2–3 SENTENCES. RECOMMEND A VOICE FROM A LOCAL PRIDE ORGANIZATION, ACTIVIST, OR ARTIST. THE QUOTE SHOULD SPEAK TO WHY THIS CITY IS STANDING WITH DR. NAS AND THE BROADER CAMPAIGN, AND WHAT QUEER VISIBILITY MEANS IN A LOCAL CONTEXT.]” — [NAME, TITLE, ORGANIZATION]

The Anchor Activation in San Francisco: Love is You

On June 13, 2026, as Qatar takes the field against Switzerland in a World Cup group stage match, the San Francisco activation of Love is the Goal will take place at The Mint. The event, called Love is You, is presented in partnership with Pride House International, Pride House SF, and SF Pride. It is part dance floor and part public demonstration. The night will include intentional design and the debut of “Let Your Love Shine,” an original song commissioned for the event, produced by Simon Tam and Leo Frappier, featuring Top 10 Billboard recording San Francisco artist Debby Holiday and activist Dr. Nas Mohamed.

“The freedom to believe, the freedom to choose for my own body, and the freedom to choose who I love are what helped me be the best version of myself,” Dr. Nas said. “I am celebrating the freedoms that are possible in San Francisco, where I witnessed them myself. The queer dance floor in San Francisco is where love is.”

Love is the Goal is not interested in turning the World Cup into empty outrage, culture-war theater, or rainbow-branded corporate messaging. The focus is narrower and more human. What it costs people to disappear parts of themselves in order to survive, and what becomes possible when they no longer have to.

A Global Campaign

Partner cities around the world are joining Love is the Goal through local activations starting June 9, 2026, and continuing through Pride Month and the opening weeks of the World Cup. The campaign starts from a simple idea. No government or system should be allowed to erase a person's humanity. The freedom to believe, to choose, and to love should not depend on where someone was born or whether living honestly puts them at risk.

Donations and proceeds from the Love is the Goal merchandise collection support the Alwan Foundation, which advocates for LGBTQ+ rights in the Gulf region.

[CITY] RSVP / details: [INSERT LOCAL LINK]

Everyone is welcome. No exceptions. No exclusions.

About Love is the Goal

Love is the Goal is a global campaign about the universal right to love and be loved. LGBTQ+ people exist everywhere, and they deserve to be seen, celebrated, and embraced for who they are. The campaign is anchored by Dr. Nasser Mohamed, the first openly gay Qatari to come out publicly after fleeing state persecution, and brings together artists, activists, and community leaders in cities around the world during Pride Month and the 2026 World Cup. Love is the Goal partners with Pride House International, Pride House SF, San Francisco Pride, and LGBTQ+ organizations around the world. The San Francisco activation, Love is You, takes place on June 13, 2026, at The Mint.

About the Alwan Foundation

The Alwan Foundation, founded by Dr. Nasser Mohamed in 2022, is the first LGBT organization dedicated to speaking untold truths about LGBT communities in the Gulf states. The foundation advocates for LGBTQ+ rights, supports refugees and asylum seekers, and reports on country conditions across the region.

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Global Campaign Contact

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