



INFORMATION BULLETIN

Bulletin #: I2026-25
April 20, 2026

To: Ontario Soccer, District Members, Associate Members
CC: Ontario Soccer, Board of Directors, Staff
From: Bjorn Osieck, Chief Business Officer

Subject: GeneratiON26 Merchandise Launch – Subscribe for Early Access!

WE ARE ALL IN! GeneratiON26 Merchandise – Coming Soon!

As Soccer in Ontario continues to build momentum towards a historic milestone for the game in Canada, Ontario Soccer remains focused on creating meaningful ways for our membership and the soccer community-at-large to connect, celebrate, and express their love for soccer.

Therefore, Ontario Soccer is excited to launch a **new GeneratiON26 merchandise collection** - made for players, families, and fans of the beautiful game. From the sidelines to everyday moments, this collection reflects how the soccer community shows up for the game - from participation to identity to belonging; all designed to connect with people of all ages across Ontario.

The GeneratiON26 merch collection will officially launch this Thursday, April 23, 2026.

Subscribers will receive early access on **Wednesday**, giving them the opportunity to explore the collection before it becomes available to the public.

[Click Here](#) to be the first with access!

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About GeneratiON26

Ontario Soccer's dynamic marketing campaign "**GeneratiON26**" is designed to unite players, coaches, match officials, volunteers, and fans in the lead-up to a major global moment for the game in Canada.

More than a campaign, **GeneratiON26** is a celebration of the beautiful game and an open invitation for everyone in Ontario to take part in shaping soccer's future.

Driven in partnership with BMO, GeneratiON26 aims to:

- Strengthen communities
- Expand access to the sport
- Build a lasting soccer culture across Ontario

Through initiatives such as BMO Pumped Up! Festivals, community-driven events, coach and match official development, and volunteer engagement, GeneratiON26 is dedicated to enriching every level of the game.

The **Ontario Soccer MySoccer App, Powered by BMO**, serves as the digital home of the movement – connecting participants and showcasing Club activations.

[Click here](#) for more information and to download the App for FREE.

GeneratiON26 Activations – Coming this Summer!

In addition to the upcoming GeneratiON26 merchandise launch, this summer will feature a variety of exciting programs and activations:

- **Billboards Across Ontario – May 11 – July 19**
Welcoming the world to Ontario with custom GeneratiON26 billboards across the province.
- **Striker – The World Pup**
Bringing energy and joy to communities across Ontario through festivals and activations.
<https://www.ontariosoccer.net/striker>
- **GeneratiON26 Community Corner**
Highlighting stories from across the province.
Read previous features: https://www.ontariosoccer.net/news_article/show/1346974
Submit your story: GeneratiON26 Community Corner Story Submission
- **BMO Girls Play ON!**
Returning for another year – stay tuned for dates.
<https://www.ontariosoccer.net/bmo>
- **Club Resource Page**
A resource to help clubs and communities get involved and celebrate locally. [Click here to visit the page](#)

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- **Her Sports Fest – May 22–24, 2026**
Featuring inflatable 3v3 fields and a Striker appearance at The Hangar at Downsview Park!
<https://www.hersportsfest.ca/>

For more details regarding GeneratiON26 initiatives, please contact
[Adam Pecchia, Coordinator, Marketing, Partnerships & Events.](#)

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