



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

City of Barrie presents Game On! World Cup Esports Tournament

(Barrie, ON) – The City of Barrie is celebrating the FIFA World Cup 2026 with a regional online gaming competition. The Game On! World Cup Esports Tournament will unite top qualifying players aged 14 to 24 from across Simcoe County for a FIFA / EA Sports FC showdown—featuring online play and a live, on-stage final experience.

“Esports is a powerful way to connect with youth and celebrate sport in new and exciting ways,” said Barrie Mayor Alex Nuttall. “As we build momentum toward the FIFA World Cup 2026, this tournament showcases our region’s innovation, collaboration, and commitment to creating inclusive opportunities for young people.”

This event is presented in partnership with Bradford West Gwillimbury, Collingwood, Innisfil, Orillia, Oro-Medonte, Penetanguishene and Tiny Township and is hosted virtually by online interactive gaming entertainment company We Got Game.

The online municipal qualifiers will be held May 29 to June 1, 2026 and the in-person regional finals will be held June 26, 2026, at Five Points Theatre in Barrie (1 Dunlop St. W).

For more information and to register by May 22 visit barrie.ca/GameOnWorldCup.

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