

WHY PHAN FOR **BRAZIL?**



Brazil is the only nation to compete in every single World Cup since 1930 and they've lifted the trophy a record five times.



That's more than any other country in tournament history.

They're known as **Seleção** ("The Selection") because only the very best wear the shirt. And they're called **Canarinho** ("Little Canary") thanks to their iconic yellow jerseys.



From street games to the world stage, Brazil brings **flair, rhythm, and fearless creativity** to every match. When Brazil plays, the world watches.

Player to Watch

Vinicius Júnior is one of the most dangerous wingers in the world. He plays a key role for Real Madrid CF with his pace, creativity, and goal-scoring ability. Now in his prime, he's expected to be a focal point for Brazil in 2026 as the team brings in its next generation of attackers.



Show the World How You Phan

Bring your Brazil pride to life!

Tag **@FWC26Philly** and use **#HowDoYouPhan** for a chance to be featured on our social channels. Whether it's your jersey, your chant, or your pre-match dance, we want to see it!

[DOWNLOAD SOCIAL MEDIA KIT](#)

Phan Gear: Print, Color, Create

Make your own Brazil-inspired fan flair! Perfect for watch parties, classrooms, or pre-match hype.

[DOWNLOAD PRINTABLE](#)



How Brazil Phans Get Hype

Brazil's legendary matchday energy is rooted in samba rhythm, street-party spirit, and pure joy.



The connection between football and samba became legendary during the era of Pelé, who helped turn Brazil's style of play into a global symbol of rhythm and flair. After their first World Cup win in 1958, players and fans alike sang "A Taça do Mundo é Nossa" ("The World Cup is Ours") a chant that became an anthem of national pride.



Extra Time | Bonus Phan Content

Ever seen a player leap into the air and strike the ball mid-flip? That move, **the bicycle kick**, is credited to Brazilian forward Leônidas da Silva, an early soccer superstar.

Nicknamed "The Black Diamond," Leônidas brought flair and showmanship to the global stage in the 1930s.



PHAN WITH US AT THE FIFA FAN FESTIVAL™

The Beautiful Game is better together! Join the ultimate global watch party at Philadelphia's official FIFA Fan Festival™ at Lemon Hill in Fairmount Park. Here's what you can expect at this free, high-energy celebration of football, culture, and connection:

- Live broadcasts of matches on massive screens
- Cultural performances and entertainment
- Interactive fan experiences and photo moments
- Family-friendly activities and sponsor activations
- A sea of jerseys from every corner of the globe

Don't miss the chance to feel the roar, learn new chants, and celebrate the game together. No matter how you Phan, this is your home base!



STAY IN THE PHAN LOOP

**Don't miss a moment.
Sign up for the Philadelphia
Soccer 2026 newsletter for
updates, events, and
exclusive fan content:**

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