

## Sell World Cup Tickets: FIFA World Cup 2026 Final Halftime Show will touch hearts, Gianni Infantino says

Sell World Cup Tickets: And to continue to Show Up as allies in the fight against racism. In line with FIFA's Global Stand Against Racism, supported by all 211 FIFA Member Associations, the campaign will also take on a stronger educational focus, with visibility at all 104 matches during the tournament.

### Star-Studded Halftime Show Featuring Global Icons to Support FIFA Education Fund Initiative

So, the 2026 World Cup final is already huge, but FIFA seems to be pushing it into something even bigger than football. The halftime shows at the final in New York/New Jersey is shaping up to be one of those wait, this is actually happening? moments. We're talking Shakira, Madonna, and BTS on the same stage.

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With Chris Martin from Coldplay pulling the whole thing together. It's the kind of lineup you'd normally see spread across different award shows, not squeezed into 15–20 minutes in the middle of a World Cup final. FIFA President Gianni Infantino didn't hold back when talking about it.

He described it like a once-in-a-generation stage, saying the whole idea is meant to touch hearts, not just entertain. And honestly, he sounded pretty locked in on the bigger picture here too, not just the spectacle. Because this isn't only about music. There's a whole campaign running alongside it with Global Citizen.

### [Sell FIFA 2026 Tickets: Education Fund Initiative Gains Momentum as Ticket Sales Support Global Citizen Projects and Celebrity Backing](#)

The match, the halftime show, the entire spotlight of the world all tied into raising money for education projects. The setup is simple on paper every ticket sold for the FIFA 2026 tournament contributes \$1 to the FIFA Global Citizen Education Fund. It doesn't sound dramatic at first glance.

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But when you scale that up to a World Cup, it becomes something else entirely. Shakira showed up at the Global Citizen NOW Summit in New York right after the lineup dropped, and she seemed genuinely moved by the idea. She talked about how her life has always been split between music and building schools.

### [Sell FIFA World Cup: Shakira and Burna Boy Join Campaign as FIFA Pushes Billion-Dollar Education Fund Vision](#)

And now, for once, those two paths are colliding on the same stage. There was something very personal in the way she put it not scripted at all. She also has history with the tournament. Her 2010 anthem Waka basically became part of World Cup memory itself. Now she's back again with a new track called Dai.



Featuring Burna Boy, which is tied to this year's campaign and the education fund. Infantino kept coming back to the same point during the summit, the goal isn't just to raise a bit of money and move on. He actually talked about pushing toward a massive \$1 billion target for education projects. For now, learn more about [sell World Cup Tickets](#).

## FIFA World Cup 2026: Kaká and Global Football Icons Back Education Fund as Tournament Expands Its Social Impact Vision

Saying it's one of those causes that directly shapes what comes next for everyone. Not in a vague way, more like a this actually changes things long-term kind of argument. Former Brazil star Kaká, who's also involved with the FIFA Global Citizen Education Fund advisory group, spoke about it.

### FIFA focuses on social impact at FIFA 2026

- IFA will use the FIFA World Cup 2026 to indorse worldwide movements on agreement, peace, teaching, and infant wellbeing.
- Initiatives like Problematic Unites the World, No Chauvinism, and Be Full of Life determination will be demonstrated on stadium awnings, digital platforms, and match venues.
- The No Discrimination crusade strengthens FIFA's zero-tolerance stance and encourages troupes and fans to Attend, Stand Up, Show Up in contradiction of judgment.
- Crusades such as Unite for Instruction and FIFA Football for Campuses aim to approve education likelihoods, physical activity, and common development universally.

A different angle. For him, the World Cup has always been this massive global stage where emotions already run high, so using it to push education feels. almost obvious. Like, why not use that attention for something beyond football? There's a sense among them that the tournament isn't just about goals.

## Sell FIFA World Cup Final Tickets: Infantino's Legacy Vision Links Football Final to Global Education Fund and Long-Term Social Impact Goals

And trophies anymore. It's drifting into something bigger, legacy, impact, all of that. Even Global Citizen co-founder Hugh Evans brought up a moment from a meeting with Infantino a couple of years ago, saying the FIFA president made it clear early on that he wanted his leadership to be remembered for impact beyond the sport.



And apparently, that idea ended up turning into this education fund partnership not long after. So yeah, the FIFA 2026 final already has the football world watching. But with a halftime show stacked like that, and a global fundraising push running right underneath it, it feels like FIFA is trying to turn one match into something that stretches way beyond the 90 minutes.

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### [What is FIFA's main goal for social impact during the FIFA World Cup 2026?](#)

FIFA aims to use the tournament to promote unity, peace, education, anti-racism, and youth wellbeing globally.

### [Which major social campaigns will be featured during the tournament?](#)

Key crusades include Football Weds the World, No Prejudice, Be Active, and Hitch for Peace.

### [Where will these social impact messages be displayed?](#)

They will appear on arena screens, LED boards, numerical stages, and official contest materials.

### [What is the purpose of the Football Unites the World campaign?](#)

It places of interest football's ability to bring people together and promote global unity and common human connection.

### What does the No Racism campaign focus on?

It promotes a zero-tolerance posture on racism and inspires fans to Listen, Attitude Up, Show Up against discrimination.

### How will teams participate in the Unite for Peace campaign?

All 48 teams and match bureaucrats will wear a singular sleeve patch indorsing peace throughout matches.

### What is the focus of the Unite for Education campaign?

It supports schooling initiatives like the FIFA International Citizen Teaching Fund and the Ball for Schools programme.

### What is the purpose of the Be Active campaign?

It encourages physical activity, especially among young people, to promote healthier lifestyles.

### How widely will the anti-racism campaign be implemented?

The anti-racism campaign will be visible across all 104 matches of the FIFA World Cup 2026.

### What is XchangeTickets stated in the object?

[XchangeTickets](#) is a platform that lets users purchase and sell FIFA World Cup 2026 permits, including group-stage and concluding match tickets.