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250 Tickets from Airbnb Brings Total Number of Free Tickets for New Jersey Communities to Over 1,000

Raritan Bay Area YMCA; Big Brothers, Big Sisters of Coastal & Northern NJ; Boys & Girls Clubs in NJ will help distribute tickets to kids across the state

TRENTON – Today, Governor Mikie Sherrill announced New Jersey has secured over 1,000 free FIFA World Cup 2026™ tickets for New Jerseyans, with Airbnb providing 250 tickets to children across the state. After announcing 770 free tickets as part of a partnership with Hackensack Meridien Health, Uber, and the NYNJ Host Committee earlier this week, the Governor partnered with Airbnb to deliver tickets to three nonprofit organizations—Raritan Bay Area YMCA, Big Brothers, Big Sisters of Coastal & Northern NJ, and Boys & Girls Clubs in NJ— for upcoming FIFA World Cup 2026™.

"As of today, we have secured over 1,000 free tickets to the World Cup for New Jersey," said Governor Mikie Sherrill. "As we prepare to welcome the world, we are committed to ensuring that the excitement and opportunities of the World Cup are accessible to everyone—not just those who can afford the price of a ticket. That's why I'm grateful to Airbnb for helping make this once-in-a-generation event available to community organizations and families across our state."

"We're honored to play a small role in helping the biggest sporting event on the planet reach New Jersey youth this summer," said Jay Carney, Global Head of Policy and Communications for Airbnb. "With these tickets, some of New Jersey's youngest soccer players will get a front row to history, happening right in their backyard."

"Our YMCA is beyond excited to partner with Governor Sherrill, Airbnb, and the City of Perth Amboy to give New Jersey children this once-in-a-lifetime opportunity to attend the World Cup," said Steve Jobin from the Raritan Bay Area YMCA. "At the Y, we believe every child deserves access to experiences that inspire, connect, and broaden their horizons. Thanks to their generosity, our youth will have the chance to experience the excitement of the game firsthand and create memories that will last a lifetime."

"We are deeply grateful to Governor Sherrill and Airbnb for making it possible for Boys & Girls Club members to experience the FIFA Club World Cup firsthand," said Nuno Francisco, Board President of Boys & Girls Clubs in New Jersey. "This historic event is taking place right here in our region, and thanks to their generosity, Club members who may not otherwise have the opportunity will be able to see the world's best athletes compete on one of the biggest stages in sports. We are thrilled that our Club members will have the chance to be part of this unforgettable experience."

"Exposure to new experiences can expand a young person's sense of what's possible," said William Salcedo, Executive Director of Big Brothers Big Sisters of Coastal & Northern New Jersey. "We're grateful to Governor Sherrill and Airbnb for enabling our youth to be part of this extraordinary event and create memories that will stay with them for years to come."

"Hosting the World Cup is a tremendous opportunity for New York and New Jersey, and we want communities across our region to be part of it," said Alex Lasry, CEO, FIFA World Cup 2026™ NYNJ Host Committee. "We're proud to work with Airbnb to help connect local organizations and residents to this historic event and create opportunities for more people to experience it firsthand."

This initiative reflects a shared commitment to ensuring the World Cup is accessible to New Jerseyans from every community and builds on Airbnb's \$1 million commitment to construct new soccer mini-pitches across New York and New Jersey and support community celebrations during the tournament.

The donation of over 1,000 free tickets to New Jerseyans builds on the Governor's ongoing efforts to make the World Cup's economic, cultural, and community benefits more broadly accessible.

[According to Deloitte](#), Airbnb hosts in the New York–New Jersey region are expected to welcome approximately 25,000 guests, generating \$288 million in GDP, supporting over 1,100 full-time equivalent jobs through 2026, and creating nearly \$6,000 in supplemental income per stay.

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