



STATE OF NEW JERSEY
EXECUTIVE DEPARTMENT

Proclamation

WHEREAS, the FIFA World Cup is one of the most widely celebrated international sporting events, bringing together millions of fans from diverse backgrounds to celebrate the global game of soccer; and

WHEREAS, New Jersey is proud to serve as a host for World Cup activities, including the final championship match, to welcome visitors from across the nation and around the world, and to showcase our State's vibrant communities, hospitality industry, and cultural diversity; and

WHEREAS, the World Cup is projected to generate millions of dollars of economic activity across host regions, and the New Jersey Economic Development Authority, in partnership with the FIFA World Cup 2026 New Jersey Host Committee, has awarded grants totaling \$5 million to New Jersey-based organizations to host World Cup events; and

WHEREAS, local bars, restaurants, and hospitality establishments will play a vital role in fostering community engagement, supporting tourism, and driving economic activity during this major international event; and

WHEREAS, the New Jersey Division of Alcoholic Beverage Control, today, has provided guidance on how municipalities can update their municipal hours-of-sale ordinances to permit temporary adjustments to bar operating hours during the World Cup, enabling establishments to accommodate match schedules occurring across different time zones; and

WHEREAS, any such temporary regulatory adjustments will promote economic opportunity, enhance the fan experience, and ensure that New Jersey residents and visitors alike can safely and responsibly participate in World Cup festivities; and

WHEREAS, I encourage municipalities to take advantage of the economic opportunities presented by the World Cup by updating their municipal hours-of-sale ordinances to permit temporary adjustments to bar operating hours; and

WHEREAS, the State of New Jersey remains committed to maintaining public safety, supporting law enforcement and local officials, and encouraging responsible service and consumption practices throughout the duration of the tournament;

NOW, THEREFORE, I, Mikie Sherrill, Governor of the State of New Jersey, do hereby recognize:

**THE OPPORTUNITY FOR MUNICIPALITIES TO
ADJUST ALCOHOL HOURS-OF-SALE DURING THE
FIFA WORLD CUP**

GIVEN, under my hand and the Great Seal of the State of New Jersey, this 18th day of May in the year two thousand twenty-six, the two hundred fiftieth year of the Independence of the United States.



Dale G. Callahan
LE. GOVERNOR

Mikie Sherrill
GOVERNOR