

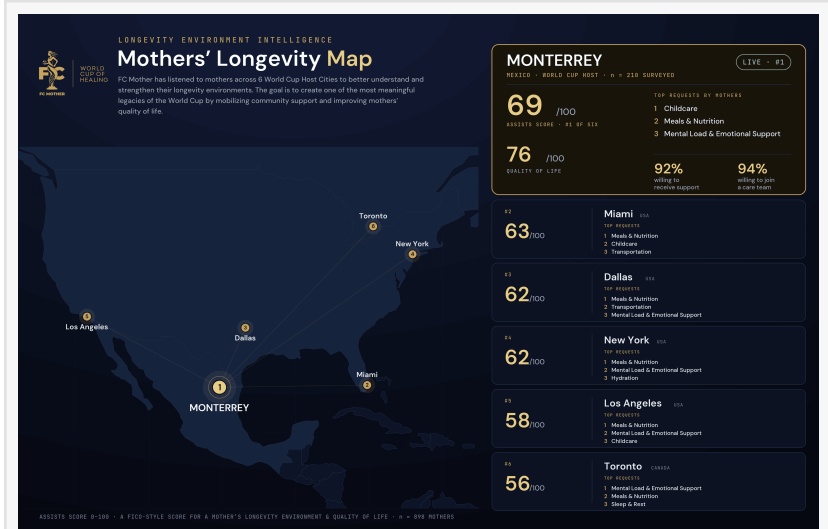
# Monterrey Host Committee and FC Mother Launch First World Cup Legacy Initiative Focused on Mothers and Longevity

Following years of validation and top 1% impact outcomes, FC Mother is now scaling its longevity platform through the FIFA World Cup 2026™ Legacy in Monterrey.

MONTERREY, NUEVO LEÓN, MEXICO, June 25, 2026 /EINPresswire.com/ -- As the FIFA World Cup 2026™ unfolds across North America, Monterrey is helping pioneer a new kind of World Cup Legacy.

For the first time, mothers' voices are being mapped, measured, and elevated as part of a World Cup Legacy initiative.

At the heart of the effort is a simple belief: strengthening the longevity environment surrounding mothers may be one of the most important and scalable interventions for extending healthy life years. Led by Monterrey and guided by a Legendary Mothers Council, the platform turns that belief into action.



The Mother's Longevity Map



Monterrey - by the numbers

## THE MOTHERS' LONGEVITY MAP

The Mothers' Longevity Map represents the first large-scale effort to map the longevity environment surrounding mothers across World Cup communities.

By listening directly to mothers, FC Mother can identify with precision the gaps that matter most — and mobilize fans and partners to help close them through the FC Mother platform.

## MONTERREY — BY THE NUMBERS

Findings from a baseline survey of 210 Monterrey mothers reveal both a strong starting position and clear gaps that the platform is built to address:

- Monterrey ranks #1 of the six FIFA World Cup 2026™ host cities on the ASSISTS Score (69 / 100)
- 55% of mothers have two or fewer people they can rely on
- 1 in 3 aren't confident support will be there when needed
- 95% trust family for support — vs. 38% who trust healthcare professionals
- 94% of Monterrey mothers would like to join a care team

## LEGENDARY MOTHERS COUNCIL

The platform is guided by a founding council of Monterrey mothers whose voices and lived experiences are helping shape this new legacy:

- Susan Dorrell Flores, Former Professional Footballer and Mother of Footballers Silvana, Marcelo, and Tatiana Flores.
- Elda Oyarzabal, Mother of Footballer Mateo Hütt.
- Bianca Sierra, Former Professional Player at the Mexican National Team and Club Tigres UANL.
- Marisol Rodríguez, Social Impact Leader at Club Tigres UANL.
- Dr. Grecia Villa, OB-GYN, Master in Global Health and Professor at the Tecnológico de Monterrey.

Together, the council represents a commitment to ensuring mothers themselves help define the priorities, opportunities, and future of the platform.

## VOICES OF MONTERREY MOTHERS

“Monterrey is helping show that mothers' voices leading the way is not only an act of care — it is a pathway to lasting impact for families, communities, and future generations.” — Elda Oyarzabal, Board Council, FC Mother.

“For the first time, mothers in Monterrey are helping shape a legacy for mothers around the world. It starts by listening to our voices, understanding the support we need, and turning that

understanding into meaningful action and impact.” — Susan Dorrell Flores, Board Council, FC Mother.

“The power of this platform is not just that it collects data — it helps us understand the environment surrounding mothers to take actions. This enables us to connect the right mothers with the right support and create meaningful impact at scale.” — Marisol Rodríguez, Board Council, FC Mother.

## A NEW WORLD CUP LEGACY

World Cup legacies have always been about impact.

For the first time, Monterrey is helping define a World Cup Legacy built around mothers, communities, and healthy life years — while generating historic impact outcomes.

## TOP-PERFORMING IMPACT

The platform launches with the ASSISTS Standard — the first gold standard for measuring and improving the longevity environment surrounding mothers.

Developed over seven years by FC Mother and informed by a global network of 96 experts through the Humanity 2.0 Lab, launched with Harvard University and the Vatican, the standard has demonstrated exceptional performance across validation studies:

- 175× Social Return on Investment
- Top 1% global impact performance
- Up to 3 healthy life years generated per mother
- More than 100 Assists delivered per participating mother

## HOW IT WORKS

The model follows a simple framework:

- MAP the needs and strengths of mothers.
- MOBILIZE communities and impact capital to provide support and fulfill Assist requests identified by mothers themselves.
- MEASURE improvements in quality of life and healthy longevity over time.

## SCALING IMPACT THROUGH A NEW WORLD CUP LEGACY

What begins in Monterrey is helping unlock a new era of longevity impact for mothers, families, and communities — creating a lasting legacy for future World Cup hosts. To scale this legacy, FC Mother has established the World Cup of Healing Impact Fund — channeling impact capital into host-city communities and funding the Assists that mothers themselves prioritize.

By 2030, the platform aims to help build one of the world's largest understandings of mothers' well-being and the longevity environments that shape healthy life years.

#### ABOUT FC MOTHER

FC Mother is the world's first longevity environment platform for mothers, powered by fandom. Built on 7 years of R&D with leading global experts and a Harvard lab, FC Mother's ASSISTS Standard for longevity environments has achieved the top 1% of global impact performance. FC Mother's partners include Omya — a conscious capital innovation platform founded by Omani Carson, focused on mobilizing \$1 trillion to solve global challenges — Momentis Family Office, the Sports Doctors Network, and the World Football Summit. For more information, visit [www.fcmother.com](http://www.fcmother.com).

#### ABOUT THE MONTERREY HOST COMMITTEE FOR THE FIFA WORLD CUP™ 2026

The Monterrey Host Committee is responsible for organizing and delivering world-class experiences as part of the FIFA World Cup™ 2026. Its legacy program is designed to leave a lasting social, cultural, and health impact on local and global communities.

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