

Concacaf and Shriners Children's Announce Expanded Partnership Across Major 2027 Competitions

Concacaf and Shriners Children's announced an expansion of their partnership, using soccer's passion and reach to raise awareness for Shriners Children's.

TAMPA, FL, UNITED STATES, October 14, 2026 /EINPresswire.com/ -- Concacaf and Shriners Children's announced the expansion of their partnership, continuing a collaboration that uses the reach and passion of soccer to raise awareness of Shriners Children's mission and the life-changing pediatric care it provides to children and families.



Shriners Children's and Concacaf representatives gather at a press event announcing an expansion of their partnership.

As part of the collaboration, Shriners Children's will continue as an Official Partner of the Concacaf Gold Cup and Concacaf Nations League Finals in 2027. The partnership will also expand this year to include the Concacaf W Championship, bringing Shriners Children's mission to one of the Confederation's premier women's national team competitions.

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Bob Roller, Vice President of Sports for Shriners Children's

The expanded partnership builds on the organizations' work together during the 2025 Concacaf Nations League Finals and Gold Cup, where Shriners Children's patients and their stories were featured throughout the competitions, helping connect fans with the organization's broader mission.

“Shriners Children's does extraordinary work for children and families, including across our region, and we are very proud to continue and expand our partnership,” said Heidi Pellerano,

Chief Commercial Officer of Concacaf. "Soccer gives us a powerful platform to bring people together and shine a light on organizations making a meaningful difference in our communities. We look forward to continuing to share the stories and impact of Shriners Children's across our competitions, and we are especially pleased to welcome them to the Concacaf W Championship this year."



Shriners Children's patients walk onto the field with professional soccer players.

Shriners Children's is an international nonprofit healthcare system providing specialized pediatric care to children regardless of a family's ability to pay or insurance status. Through its international programs and outreach efforts, Shriners Children's connects children from around the world with specialized pediatric orthopedic care, including families throughout Mexico, the Caribbean, Central America and South America.

"Our patients show us every day what it means to overcome challenges, pursue big goals and believe in what's possible," said Bob Roller, Vice President of Sports for Shriners Children's. "Expanding our partnership with Concacaf gives us an incredible opportunity to share those stories with millions of passionate soccer fans while introducing more families around the world to the innovative care available through Shriners Children's. We're excited to build on the momentum of 2026 and bring our mission to even more fans, athletes and communities."

The collaboration will provide opportunities throughout the partnership to continue highlighting Shriners Children's patients, families and mission, connecting their stories with soccer fans across the Concacaf region.

The partnership was formally celebrated on October 13 at Shriners Children's headquarters in Tampa, Florida, with representatives from both organizations, Shriners Children's board members, patients and families in attendance.

About Concacaf

The Confederation of North, Central America, and Caribbean Association Football (Concacaf) is one of FIFA's six continental confederations, servicing 41 Member Associations, from Canada in the north to Guyana, Suriname, and French Guiana in the south. Concacaf means football first. Our members are united by a shared vision: Love For Our Game, as well as a unique mission, to develop, promote and manage football throughout the region with integrity, transparency, and passion in order to inspire participation in the game. For more information, please visit concacaf.com.

About Shriners Children's

Shriners Children's improves the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding education programs for medical professionals. Children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care, regardless of the families' ability to pay or insurance status, and receive all care and services in a compassionate, family-centered environment. For more information, please visit shrinerschildrens.org.

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Cutline: Shriners Children's and Concacaf Announce Expanded Collaboration for 2027 Gold Cup and Nations League.

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