



CANADA SOCCER LAUNCHES ENHANCED FAN MEMBERSHIP PROGRAM

New and improved CanadaRED to deliver multi-tiered approach and benefits

Canada Soccer today announced the first phase of its enhanced CanadaRED fan membership program. The CanadaRED+WHITE membership program is the best way for fans to purchase tickets for all Canada Soccer Women's and Men's National Team home matches including the highly anticipated final home match in the Concacaf Final Round of FIFA World Cup Qatar 2022™ Qualifiers against Jamaica at BMO Field in Toronto on 27 March.

The [redesigned program](#) addresses key needs that will help grow our movement, support our National Teams and Development programs, and empower Canadian soccer fans. In coming months, the organization will reveal a premium CanadaRED+GOLD tier, as well as an exclusive CanadaRED+BLACK tier.

"The revamped CanadaRED program gives Canadian soccer fans enhanced access to support our National Teams including priority access to match tickets," said Dr. Nick Bontis, Canada Soccer President. "When we play at home, CanadaRED will help to ensure that the stands in our house are filled with our fans.

"The new tiered approach empowers fans to choose the level of support they're comfortable with while contributing to our Women's and Men's National Teams continued rise to unprecedented heights."

CanadaRED+WHITE is accessible through a \$50 annual fee that delivers a series of unparalleled benefits, including:

- Advance presale access to National Team home match tickets *
- Access to FIFA World Cup ticket allotment *
- Merchandise discount at CanadaSoccerStore.com
- Invitations to CanadaRED+WHITE member-only events
- Access to exclusive Canada Soccer content
- Access to exclusive and special edition merchandise

* Subject to availability

For more information and to sign-up to be part of the movement visit [CanadaRED+WHITE](#).

"Soccer fans in Canada have always had a great case for giving to our non-profit organization and helping grow the game," added Bontis. "This redesigned program gives our most avid followers more benefits in return for their support. It's a win-win both on and off the pitch."

In addition, Canada Soccer will reveal a more modern brand identity for the revamped program, one that better reflects the new tiered approach and does so in both official languages. With over 85,000 Canadians already registered for [CanadaRED](#), the base program remains a free service for all fans, new and existing, and continues to deliver a great connection for fans, including:

- Monthly CanadaRED newsletter
- Presale access to National Team home match tickets *
- Updates on Canada Soccer programming and product launches

* Subject to availability.

Fans committing to the CanadaRED+WHITE membership program can expect to receive individualized National Team home match presale codes which provide exclusive early access to purchase tickets. Each



individualized code will facilitate a one-time purchase, further helping to ensure that Canada's home matches will continue to feature a sea of CanadaRED.

Canada's long-standing National Team supporters group the Voyageurs will continue to offer its members access to exclusive Voyageurs seating sections for all of Canada Soccer's National Team home matches. For more information on the Voyageurs visit <https://www.thevoyageurs.org/>.

Please find a list of frequently asked questions about the enhanced CanadaRED fan membership program [here](#).