

FOR IMMEDIATE RELEASE



The Sports Bra & Portland Community Football Club to Host Women's World Cup Watch Party in Portland's Living Room

PORTLAND, Ore. — June 27, 2023 — Groundbreaking women's sports bar [The Sports Bra](#) and the [Portland Community Football Club](#) (PCFC) have teamed up to co-host a World Cup watch party in Portland's living room, Pioneer Courthouse Square. The event on Friday, July 21, 2023, is free, family friendly, and open to attendees of all ages. Proceeds from the event's bar sales and PCFC merchandise will benefit PCFC.

Starting at noon, The Square will fill with attendees enjoying entertainment, drinks, food and football with fellow fans and community members. A free showing of *Bend It Like Beckham* will begin at 2:00 p.m., as part of The Square's annual [Flicks on the Bricks, presented by SmartPark](#). The movie screening will be followed by the 6:00 p.m. kickoff of the United States vs. Vietnam in the US Women's National Team's first competitive match of the series. The match will air live from Auckland, New Zealand.

Beer, cider, hard seltzer, cocktails, zero-proof beverages and food will be available to purchase throughout the day, including selections from local Vietnamese women-owned businesses—honoring Team Vietnam's historic, first-ever World Cup appearance. Attendees can choose from flavorful snacks and sandwiches from [MattaPDX](#), delicious vegan food from [Mama Dut](#), and fresh donuts and pastries from [HeyDay](#).

"Portland has proven again and again that it cares about women's sports and will turn out to cheer for these teams," said Jenny Nguyen, owner of The Sports Bra. "We couldn't resist the chance to provide a bigger venue than The Bra to help kick off the Women's World Cup!"

The event is also a fundraiser for PCFC, and all proceeds from bar sales and PCFC merchandise will go directly to support the organization.

"Play is not a privilege, it is a birthright," said PCFC Founding Executive Director Kaig Lightner. "PCFC was created to provide absolute inclusion and radical acceptance to all the kids who've been left out because

of the color of their skin, their gender identity, or financial barriers. We're so excited to celebrate and spread the message of equity and liberation in sports with this watch party!"

Australia and New Zealand are co-hosting the month-long [2023 FIFA Women's World Cup](#), with a total of 64 matches scheduled at 10 venues in the two countries. FIFA anticipates smashing attendance and viewership records, and [has said](#) that it expects this to be the most-attended women's sports event in history. The prize pool has tripled since 2019 to \$110 million, but is still just one-quarter the prize amount for the 2022 men's World Cup. Some organizations are advocating to close that gap immediately, including the VOICEINSPOORT Foundation in partnership with The Sports Bra, via the [Side of Equity Grant Program](#). This program gives Sports Bra patrons the opportunity to add a \$5 "Side of Equity" from the menu to their order, to help fund grants that will be distributed to current and past winners of the Women's World Cup.

"There are so many ways to show support for women in sports, whether it's donating towards pay parity or just showing up for the teams and demonstrating the authentic demand for representation," added Nguyen. "Bring your kids, your partners, your friends, and let's watch what's sure to be an exciting match together!"

The watch party is made possible by generous sponsors such as the [Women's Foundation of Oregon](#) and [Freeland Spirits](#), and is hosted in cooperation with The Square and Flicks On The Bricks presented By SmartPark. Pioneer Courthouse Square is located in the heart of Downtown Portland, bounded by Southwest Taylor, Southwest Broadway, Southwest Yamhill, and Southwest 6th Avenue, with Trimet bus and MAX light rail stops adjacent. Attendees are encouraged to walk, bike and take transit to the event.

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ABOUT THE SPORTS BRA

Opened in April 2022, The Sports Bra is the first and only sports bar to only play women's sports. Located in Portland, Oregon, the restaurant aims to make great food and delicious drinks, and provide a space that supports, empowers, and promotes girls and women in sports and in the community. thesportsbrapdx.com

ABOUT PORTLAND COMMUNITY FOOTBALL CLUB

Portland Community Football Club was founded in 2013 by Kaig Lightner, with a mission to dismantle the barriers to competitive athletic training and opportunity, and to provide a safe and brave space for all youth to gain skills, confidence, educational and emotional support. In addition to supporting low-income, immigrant and refugee youth, PCFC is one of the only youth soccer clubs in the nation that openly encourages and supports LGBTQ+ players, coaches and parents.