

Maple, Zayu and Clutch bring cultural flair to football's biggest stage





FIFA has officially introduced three mascots for the 2026 World Cup, which will be hosted jointly by Canada, Mexico, and the United States. Each country is represented by a unique character: Maple the Moose (Canada), Zayu the Jaguar (Mexico), and Clutch the Bald Eagle (USA).

Maple is a street-style-loving goalkeeper who roams Canada's provinces with creativity and resilience. Zayu, a striker from the jungles of southern Mexico, embodies agility, strength, and cultural pride. Clutch, the adventurous midfielder, soars across the U.S. with optimism and unity.

The mascots will feature in merchandise, fan events, and the upcoming FIFA Heroes video game, marking a new era of digital engagement.

"Maple, Zayu and Clutch are full of joy, energy and the spirit of togetherness — just like the FIFA World Cup itself," said FIFA President Gianni Infantino