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World Peace Project Launches During Philadelphia's City-Wide Celebrations This Summer

Inaugural events include a youth soccer clinic, appearances by former World Cup & MLS soccer legends, a USA–Paraguay World Cup watch party, and a Youth Peace Summit

Media note: [Here is link](#) video for media use of USMNT great John Harkes ('90, '94 World Cup and team captain), and USWNT member Kim Kammerdeiner ('91 World Cup) talking about the World Peace Project.

Philadelphia, PA (May 5, 2026) — [The World Peace Project](#), a global initiative inspired by the message of Pope Leo XIV during the Vatican's Jubilee of Sport to "build unity, faith, and peace through sport," will officially debut in Philadelphia this summer. As the "City of Brotherly Love" takes center stage, hosting the World Cup, MLB All-Star Game, and America 250 celebrations, the World Peace Project addresses a critical need for global connection and unity through the universal language of sports.

The World Peace Project is fueled by a \$100,000 Philanthropic Program Investment from Joe Callahan, CEO of [Ciright](#). "We are excited to have the World Peace Project play our part in the city-wide celebration this summer when we launch our programs and events during the opening weekend of the World Cup. This investment allows us to build the digital systems and community programs necessary to reach thousands of young people and create meaningful experiences centered around unity and peace," said Diane McGraw, Executive Producer / President of McGraw Productions.

On Thursday, June 11, a youth soccer clinic will take place at [WSFS Bank Sportsplex](#), home of the Philadelphia Union, from 6:00 pm to 8:00 pm. The event is held in partnership with [The SWAG](#), a no-cost training program for athletes in Philadelphia's most under-resourced communities, featuring Legends for Peace, former World Cup / U.S. Soccer Men's and Women's National Team, and Major League Soccer players.

On Friday, June 12, the project continues with a World Cup Watch Party for the U.S. Men's National Team opener against Paraguay at [Stateside Live!](#) from 7:00 pm to 11:00 pm. The exclusive event will feature meet-and-greets with local sports legends and Philadelphia sports memorabilia sponsored by The Museum of Sports Philadelphia. Tickets can be purchased on the [Heyday Athletics website](#).

"We're proud to support an initiative that brings people together around the universal language of sport," said Lou Scheinfeld, President of the Museum of Sports Philadelphia. "The World Peace Project reflects the very best of what sports can offer—connection,

inspiration, and community—and we’re excited to be part of an unforgettable World Cup experience at Stateside Live.”

Building on this summer’s momentum, the World Peace Project will introduce a Youth Peace Summit for high school students during the 2026-27 academic year. The Summit will leverage technology and dialogue to address leadership, conflict resolution, and the responsible use of AI in a global society.

A lifelong Philadelphian and dedicated community steward, Callahan’s support ensures the project’s high-impact events and digital infrastructure are accessible to the city’s youth during this historic summer.

“This isn’t about one-time events,” said Callahan. “As a technologist and a Philadelphian, I believe in building the infrastructure for connection at a global scale. Sport brings people in, and the digital and community systems we are creating will ensure this impact lasts far beyond the final whistle.”

[The Catholic Foundation of Greater Philadelphia](#) serves as the project’s fiscal sponsor, ensuring the initiative remains rooted in its mission of solidarity and fraternity. “The World Peace Project is creating meaningful opportunities for dialogue and understanding,” said Ted Qualli, President and CEO of the Catholic Foundation of Greater Philadelphia. “This initiative embodies our shared commitment to fostering unity and inspiring positive change in our communities.”

The goal is to grow the World Peace Project into a global initiative, starting right here in Philadelphia with the technological and philanthropic foundation established this summer.

For more information on event details, tickets, and sponsorship opportunities, visit the World Peace Project at thecfgp.org.

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About McGraw Productions

The [World Peace Project](#) is produced by McGraw Productions, a Philadelphia-based sports and entertainment production, management, and marketing company led by veteran sports executive Diane McGraw, former Executive Director of the Philadelphia Sports Congress. McGraw previously produced two landmark U.S. Men’s National Team matches between the USA vs. Dnepr Ukraine (1989) at Franklin Field and the USA vs. Sheffield Wednesday (1991) at Veterans Stadium. Each match drew record-breaking crowds of more than 45,000 fans. She later oversaw Philadelphia’s bid to host the 1994 FIFA World Cup™, became President of the Orlando Sports Commission, served on the Orlando World Cup Host Committee, and later hosted the CONCACAF Gold Cup at the LA Coliseum as President/CEO of the Los Angeles Sports & Entertainment Commission. Learn more about McGraw Productions at www.mcgrawproductions.com.

About Legends for Peace

In 2022, McGraw created Legends for Peace, which brought more than 20 international soccer legends to the Philadelphia Union to support disaster-relief efforts in Ukraine. The Legends will return to Philadelphia to participate in the World Peace Project.