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FOR IMMEDIATE RELEASE

The African American Chamber of Commerce of New Jersey Invites Communities Across the Region to Celebrate the World Cup Through Culture, Community & Commerce

Trenton, NJ – The excitement of the 2026 World Cup is reaching communities across New Jersey. The African American Chamber of Commerce of New Jersey (AACCNJ), through its Black Diaspora United initiative, is inviting residents, families, entrepreneurs, artists, and organizations to be part of two unforgettable community celebrations that showcase the power of sport to unite cultures and strengthen local economies.

The festivities begin on **Friday, July 17**, with the **AACCNJ Mercer County World Cup Community Festival**, taking place from **12:00 p.m. to 7:00 p.m.** at 379 West State Street in Trenton. Designed as a vibrant celebration of the many cultures represented throughout New Jersey, the festival will feature live entertainment, soccer clinics for kids, international food, local businesses, community resources, health and wellness partners, and interactive experiences for attendees of all ages.

The celebration continues on **Sunday, July 19**, with the **AACCNJ World Cup Watch Party** at **Cooper's Riverview** on Trenton's waterfront, where community members can gather to experience the excitement of the Final World Cup competition together in an energetic and welcoming atmosphere.

"Few events have the ability to bring people together the way the World Cup does," said **John E. Harmon, Sr., Founder, President & CEO of the African American Chamber of Commerce of New Jersey.** "Through Black Diaspora United, we are creating opportunities for people from every background to celebrate our shared humanity while supporting local businesses, entrepreneurs, and community organizations. These events represent the very best of New Jersey—our diversity, our resilience, and our entrepreneurial spirit."

The festival also provides an important opportunity to support small businesses and community vendors by connecting them directly with hundreds of attendees expected throughout the day. Food vendors, artisans, retailers, nonprofit organizations, service providers, and cultural exhibitors are encouraged to participate and showcase their products, services, and missions during this highly anticipated event.

The day is made possible through the New Jersey World Cup Community Initiative Grant through Choose New Jersey. This initiative supported by the New Jersey Economic Development Authority (NJEDA) and the FIFA World Cup 2026™ New York New Jersey Host

Committee ("NYNJ Host Committee"), the County of Mercer and the City of Trenton, is designed to create an engaging experience where families can spend quality time together, children can discover the excitement and global spirit of soccer and community members can celebrate the diversity, culture, and energy that make New Jersey unique.

Both events are part of AACCNJ's ongoing commitment to strengthening economic opportunity, advancing cultural engagement, and creating meaningful partnerships through its Black Diaspora United initiative.

Vendors Still Being Accepted

AACCNJ is currently seeking food vendors, merchandise vendors, community organizations, cultural exhibitors, and family-friendly activity providers to participate in the July 17 festival. Space is limited, and interested vendors are encouraged to register as soon as possible.

Event Information

AACCNJ Mercer County World Cup Community Festival (Free admission)
Friday, July 17, 2026
12:00 p.m. – 7:00 p.m.
379 West State Street
Trenton, New Jersey

Vendor Registration:
https://mms.aaccnj.com/members/evr/reg_main.php?orgcode=AANJ&evid=102480265

AACCNJ World Cup Watch Party (Free Food and Free Admission)
Sunday, July 19, 2026
Game starts at 3:00 PM - Doors open at 2:00 PM
Cooper's Riverview
Trenton, New Jersey

Registration Required:
https://mms.aaccnj.com/members/evr/reg_main.php?orgcode=AANJ&evid=101480669

For vendor registration or additional event information, please visit the event registration page or contact the African American Chamber of Commerce of New Jersey.

About the African American Chamber of Commerce of New Jersey

The AACCNJ performs an essential role in the economic viability of New Jersey. While providing a platform for New Jersey's African American business leaders to speak with a collective voice, the AACCNJ advocates and promotes economic diversity fostering a climate of business growth through major initiatives centering on education and public policy. The Chamber serves as a proactive advocacy group with a 501(c) 3 tax exemption, which is shared by the National Black Chamber of Commerce.