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FOR IMMEDIATE RELEASE:

‘The World Is Watching’: Activists Launch Nationwide Protests During World Cup to Spotlight US Human Rights Abuses

[BOSTON, MA] – June 13, 2026 – As the world’s attention turns to the World Cup, a coalition of activist groups led by **Project World Cup Spotlight (PWCS)**, and including the National **50501 Movement**, is launching a massive, multi-city protest campaign across the United States and Mexico. The actions are designed to contrast the celebratory atmosphere of the games with the ongoing human rights crisis faced by immigrants under the policies of ICE (Immigration and Customs Enforcement).

The campaign will culminate in nationwide "Rush Hour Resistance" actions leading up to the final match in New Jersey on July 19. PWCS has partnered with the **Visibility Brigade**, a network with over 400 chapters in 49 states, to stage high-visibility protests on highway overpasses and curbsides. Their signs will include two distinct messages: "The World is Watching" and "Welcome," written in the languages of the visiting teams and their fans.

"This is a two-pronged message," said Kim Herdman Shapiro, National Coordinator of Project World Cup Spotlight. "We want to genuinely welcome players and fans from around

the globe to show them the true, inclusive spirit of our country. At the same time, we are asking them—and the millions watching at home—to see the other America: one where communities are terrorized, families are torn apart, and people disappear into a shadow prison system without due process. The world is watching the games, and we need them to watch this, too.”

The protests are rooted in fundamental American and international legal principles. The campaign points to the Fifth Amendment of the U.S. Constitution, which guarantees that "no person shall be deprived of life, liberty or property without due process under the law," as a promise that is being broken daily.

"We believe our country is based on an ideal—a promise of what can be, even when we fall desperately short," continued Herdman-Shapiro. "We will no longer stand by while people are snatched from our streets and caged like animals. Our country is better than this, and we are showing that to the world."

About Project World Cup Spotlight:

Project World Cup Spotlight is a coalition of grassroots organizations using the global attention of the World-Cup to expose, document, and protest the human rights abuses of ICE and the current administration. <https://www.projectworldcupspotlight.org>

About Visibility Brigade:

The Visibility Brigade is a nationwide network focused on non-violent, high-impact public demonstrations, specializing in "Rush Hour Resistance" and overpass visibility actions to raise awareness for social justice causes. <https://www.visibilitybrigade.com>

About 50501 movement:

The **50501 movement** is an American progressive grassroots political movement that gets its name from the goal of holding "50 protests in 50 states as 1 movement". Born online and organized rapidly on social media, the decentralized coalition frequently organizes nationwide rallies in state capitals and major cities across the U.S. <https://www.fiftyfiftyone>

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