History of FIFA World Cup mascots

Introduced for the 1966 World Cup, official mascots have become synonymous with the defining characteristics of host nations, adding a touch of fun and frivolity while helping to drive lucrative merchandise sales



WORLD CUP WILLIE
England, 1966



JUANITO
Mexico, 1970



TIP AND TAP
West Germany, 1974



GAUCHITO
Argentina, 1978



NARANJITO
Spain, 1982



ZABIVAKA
Russia, 2018



LA'EEB
Qatar, 2022

◆ **Maple the Moose:** A creative, street-style-loving goalkeeper who roams across Canada, embracing culture, and celebrating diversity and connectivity

◆ **Zayu the Jaguar:** Hailing from jungles of southern Mexico, an agile and fearless striker inspired by unity, strength and joy



PIQUE
Mexico, 1986



FULECO
Brazil, 2014

◆ **Clutch the Bald Eagle:** An adventurous midfielder who thrives on teamwork, boundless energy and optimism



Maple *(Canada)*



Zayu *(Mexico)*



Clutch *(USA)*

MAPLE, ZAYU AND CLUTCH
Canada, Mexico, USA, 2026



CIAO
Italy, 1990



ZAKUMI
South Africa, 2010



GOLEO VI & PILLE
Germany, 2006



ATO, KAZ AND NIK
Korea/Japan, 2002



FOOTIX
France, 1998



STRIKER
USA, 1994

Source: FIFA

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