

Viva La World Cup

Written by David Kopp | July 1, 2026

World Cup festivities are in full swing and they provide a fantastic opportunity to spend time with friends, family, or anyone you love! If you have yet to get involved, there is still plenty of competition left for you to enjoy! An increasing number of adults often feel isolated and lacking in social connection; yet we often allow events like the World Cup to pass us by like any other day. In reality, these celebrations only have the significance we attribute to them, and it requires effort to make them special. After all, reaching out to friends consists of far more effort than doom scrolling for the 37th night in a row. But if you endeavor to tidy up your house, throw some Swedish meatballs in the crockpot, and invite your friends and family over, you might just realize they were longing for connection just as much as you were. It is rather easy to kid yourself into believing that quality time requires some insurmountable amount of prerequisite work, but oftentimes all we have to do is reach out!

In Time For The Tourney

Group stage has come and gone and we have arrived at our final competitors! The tournament is broken into 5 stages: the round of 32, the round of 16, quarter-finals, semi-finals and finals! The stakes are the highest they have been throughout the entire competition because unlike the group stage, if you lose now, you are eliminated! So when on earth are these blokes duking it out? Listed below will be a general directory (EST) to the games and may be subject to change, so make sure to double check official match information prior to making your plans:

Round of 32

Dates:

July 1: 12:00 pm, 4:00pm, 8:00pm

July 2: 3:00pm, 7:00pm, 11:00 pm

July 3: 2:00pm, 6:00pm, 9:30pm

Round of 16

Dates:

July 4: 1:00pm, 5:00pm

July 5: 4:00pm, 8:00pm

July 6: 3:00pm, 8:00pm

July 7: 12:00pm, 4:00pm

Quarter-finals

Dates:

July 9: 4:00pm

July 10: 3:00pm

July 11: 5:00pm, 9:00pm

Semi-finals

Dates:

July 14: 3:00pm

July 15: 3:00pm

Third place

Date:

July 18: 5:00pm

Finals

Date:

July 19th: 3:00pm

Celebrate With Your Balance and Birch Family!

Regardless of who you are rooting for or why you're celebrating, the World Cup gives us the chance to be united in sport while engaging with world culture! An example of this engagement being beautifully demonstrated is through the kindness and respect Japan has exemplified. Their fans' willingness to assist staff in cleaning stadiums after matches (win, lose, or draw) has already warmed the hearts of millions and demonstrated how we can use sports to get involved in something bigger than ourselves. Though not every country has been featured in the headlines thus far, the World Cup wouldn't quite be whole without them. Just like our World Cup experience is incomplete without you! Grab your phones, text your watch party, and show us how you decide to celebrate by using **#BalancedCup!**