



## **New Statue Exhibit Capturing How STEM Powers Sports to Debut at 2026 FIFA World Cup Fan Festival™ in Dallas**

*Lyda Hill Philanthropies' IF/THEN® Initiative Presents #IfThenSheCan – The Exhibit: Game Changers, Showcasing Contemporary STEM Innovators in Sports*

**DALLAS – March 25, 2026** — For the first time, during the [2026 FIFA World Cup Fan Festival™](#) at Fair Park in Dallas, [Lyda Hill Philanthropies' IF/THEN® Initiative](#) will debut **#IfThenSheCan – The Exhibit: Game Changers**, a monumental display of 26 life-size, 3-D printed statues celebrating leaders whose work demonstrates how science, technology, engineering, and math (STEM) fuel the world of sports.

In collaboration with the North Texas FWC Organizing Committee, the interactive exhibit will be on public display from Thursday, June 11, through Sunday, July 19, at the Fan Festival at Dallas' Fair Park, located at 3809 Grand Avenue. Coinciding with the full World Cup tournament, fans can enjoy free live match screenings, food, music, and entertainment. Entry to the Fan Festival and the exhibit is free.

The Game Changers include sports professionals like Julie Foudy and Lucy Li, along with Cynt Marshall, Dr. Colleen M. Hacker, and others whose work spans fields ranging from elite athletic performance and sports medicine to data analytics, stadium engineering, biomechanics, and fan technology. The installation shines a light on the STEM careers that shape and power today's global sports industry.

"The World Cup is one of the most watched sporting events on the planet, making it a powerful moment to showcase the STEM behind the sports we love," said Nicole Small, CEO of Lyda Hill Philanthropies, LH Capital, Inc. and Co-Founder of IF/THEN®. "This exhibit highlights the innovators transforming sports and helps the next generation see how science and technology open doors on and off the field."

Each statue includes a QR code that unlocks videos and images that bring these women's journeys to life. Through these stories and videos in the [IF/THEN® Collection](#), audiences can explore how technology improves performance, how biomedical science primes athletes for the field, how data informs sports strategy on and off the field, and how engineering and innovation elevate the game for athletes and fans alike.

The lime green statues, made of a UV-cured acrylic gel, will be 3D printed in Dallas, TX. Each statue is a life-sized depiction of a Game Changer, complete with tools that reflect her work from soccer balls, to surf boards, ski helmets, microscopes, and drawing boards.

#IfThenSheCan – The Exhibit: Game Changers marks the second IF/THEN® statue exhibit, following the historic debut of [#IfThenSheCan – The Exhibit](#), which featured 120 statues of contemporary women in STEM. That first exhibit made history as the largest assembly of

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## THE EXHIBIT: GAME CHANGERS

statues of real women ever displayed at one time, inspired by a study that found the ten largest U.S. cities displayed fewer than a half-dozen statues of real women in publicly accessible places. It was shown at ten pop-up installations, including the Central Park Zoo, Cambridge, Massachusetts' Kendall Square, Dallas Love Field Airport, Dallas' NorthPark Center, and the Smithsonian Institution in Washington, DC, reaching more than five million visitors since 2021.

The IF/THEN® Initiative was launched in 2019 to empower current STEM innovators and inspire the next generation of pioneers by elevating women in STEM as role models. While rooted in the same mission of visibility and inspiration, #IfThenSheCan – The Exhibit: Game Changers expands the initiative's reach into sports, one of the world's most influential cultural platforms, during the largest sporting event on the planet.

"It is an honor to display these incredible statues of influential women who have achieved remarkable accomplishments in sports during FIFA Fan Festival Dallas," said Monica Paul, President of the North Texas FWC Organizing Committee. "Dallas and the North Texas region will be on full display during the FIFA World Cup 2026, and FIFA Fan Festival Dallas will be a perfect place for guests to enjoy the matches while also observing and learning about the great achievements of these inspirational women in sports."

"When we invest in STEM talent, we invest in solutions for our future," said Lyda Hill, founder of Lyda Hill Philanthropies. "We hope these statues spark inspiration, conversation, and lasting impact on the next generation long after the final match. If they can see it, then they can be it!"

The exhibit is free and open to the public throughout the World Cup Fan Festival. More information, including the complete list of Game Changers, will be published at [ifthenshecan.org](https://ifthenshecan.org). The full IF/THEN® Collection may be viewed at [ifthencollection.org](https://ifthencollection.org).

### **About IF/THEN®**

Founded in 2019, [IF/THEN®](https://ifthen.com), an initiative of Lyda Hill Philanthropies, empowers STEM innovators and drives cultural change so the next generation is inspired to solve our biggest global challenges. IF/THEN® provides critical funding and connects cross-sector partners to amplify STEM role model storytelling so girls can imagine—and achieve—their own STEM dreams. Putting words to action, the initiative has launched an Emmy-nominated television series, [Mission Unstoppable](#), created the [IF/THEN® Collection](#), the world's largest free resource library of photos and videos celebrating women in STEM, and launched the [#IfThenSheCan – The Exhibit](#), a monumental installation of 120 life-sized 3D-printed statues of real women STEM professionals. IF/THEN® content has garnered hundreds of millions of views from women and girls furthering the approach that if you support women and girls in STEM, then you can change the world. Instagram: [@IfThenSheCan](https://www.instagram.com/ifthenshecan)

### **About North Texas FWC Organizing Committee**

The North Texas FWC Organizing Committee is the official entity responsible for planning and delivering the FIFA World Cup 2026™ experience in North Texas. As one of the tournament's key host cities, Dallas will welcome teams and fans from around the world, hosting nine matches at Dallas Stadium in Arlington, the International Broadcast Center at the Kay Bailey Hutchison Convention Center, and a multi-week FIFA Fan Festival™ Dallas at Fair Park. The Official World Cup 2026™ Dallas Host City Supporters are UT Southwestern Medical Center, Coca-Cola Southwest Beverages, Choctaw Casinos and North Texas

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Sports Foundation - who will play key roles in supporting community and Legacy initiatives aligned with the North Texas FWC Organizing Committee.

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**Media Contact:**  
Sydney Street  
[sydney@culverpr.com](mailto:sydney@culverpr.com)  
214.352.5980