

Kick It 3v3 Soccer Tournament Brings the 2026 World Tour to Phoenix on May 23

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Denver, Colorado - May 08, 2026 -
Get ready for the ultimate grassroots soccer experience. The Kick It 3v3 Soccer Tournament, part of the highly anticipated 2026 World Tour, is making its way to the Valley on Saturday, May 23, 2026. The action-packed event will be hosted at the state-of-the-art Arizona Athletic Grounds in Mesa, located at 6321 S Ellsworth Rd.

Proudly presented by La Chona Authentic Mexican Cheers, Zelus Media Group, and Valley Toyota Dealers, this one-day festival of soccer promises intense competition, family entertainment, and a vibrant community atmosphere. Zelus Media Group?s radio stations, including Power 98.3, Hot 97.3/103.9, and The Wow Factor 95.1, will partner with the event to bring music and energy to the tournament grounds.

?We are so excited to be back in Phoenix this year. Arizona has a wonderful soccer market and we are kicking this off before it gets too hot in Arizona this year,? said CEO Dan Stratford. ?We are looking forward to bringing three to four events back to Phoenix every year.?

This year, the Kick It Soccer Tour is introducing new formats designed to increase participation and enhance the overall experience. In addition to the classic 3v3 team tournament and individual player registrations, which include a professional coach and jersey, the Phoenix tour stop will also feature a 1v1 soccer tournament and a soccer tennis tournament. The 1v1 format offers a fast-paced experience lasting approximately 90 to 120 minutes, allowing players to showcase their footwork while competing for the exclusive 1v1 Champion Medal. The soccer tennis tournament provides a fun format lasting approximately two to four hours and is designed for teams of two to four players, creating an opportunity for families, including parents and children, to participate together.

The tournament is designed for all ages and skill levels, with brackets ranging from U5 youth divisions through adult competition. Teams may register within three levels of play that include Top Tier for elite competitors, Competitive divisions, and Developmental brackets for those who simply enjoy the game. The event emphasizes a fast-paced style of play that encourages more touches on the ball, increased passing, more scoring opportunities, and an engaging experience for participants. Games are played on smaller fields with fewer players per side, a format that naturally increases player involvement and decision-making opportunities compared to traditional full-field soccer.

Kick It 3v3 Soccer has built a national reputation for creating accessible and organized tournament environments that prioritize both competition and enjoyment. The small-sided format is widely recognized within the sport for supporting skill development, as players experience more frequent ball contact and are placed in situations that promote creativity, spacing, and quick transitions. Coaches and youth development professionals often view 3v3 play as an effective complement to traditional formats because it reinforces core fundamentals in a simplified game setting.

Beyond the on-field experience, the Phoenix event is structured as a community gathering that brings together players, families, and local supporters. Spectators can expect a lively atmosphere throughout the day, with music, sponsor activations, and opportunities to engage with local businesses and partners. The event?s one-day format also makes it convenient for traveling teams and families looking to participate in a competitive tournament without the time commitment of a multi-day schedule.

Registration is currently open online, and teams and individuals are encouraged to secure their spots ahead of the final deadline. Standard registration is available for two hundred eighty-nine dollars through May 12, followed by late registration at three hundred nine dollars through May 19, with the final deadline set for Tuesday, May 19 at 11:59 PM. Participants also have the option to order custom Macron team uniforms for their teams through the Kick It store.

For more information, to register a team, or to sign up as an individual, please visit the official event page at

https://www.kickitsoccer.com/3v3-tournaments/phoenix-az-world-tour-saturday-may-2026/.

Kick It 3v3 soccer is recognized as a grassroots pioneer of the 3v3 soccer movement. Operating nationwide, the organization delivers high-energy events focused on player development, maximizing touches on the ball, and fostering an inclusive environment for players and families of all abilities. Through its World Tour structure, the organization connects local tournaments to larger championship opportunities, giving participants a pathway to compete at higher levels while remaining rooted in community-based events.

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For more information about Kick It Soccer, contact the company here:Kick It SoccerDan Stratford303-731-6144dstratford@kickitsoccer.com

Kick It Soccer

Kick It is the first grassroots small-sided soccer tournament tour in North America.

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