**FIFA World Cup mascot**

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Each [**FIFA World Cup**](http://en.wikipedia.org/wiki/FIFA_World_Cup) since [1966](http://en.wikipedia.org/wiki/1966_FIFA_World_Cup) has its own [**mascot**](http://en.wikipedia.org/wiki/Mascot). *World Cup Willie*, the mascot for the 1966 competition, was the first World Cup mascot, and one of the first mascots to be associated with a major sporting competition. The mascot designs show some representing a characteristic feature (costume, flora, fauna, etc.) of the host country.[[1]](http://en.wikipedia.org/wiki/FIFA_World_Cup_mascot#cite_note-1)

The World Cup mascot is frequently one or more anthropomorphic characters targeted at children with cartoon shows and other merchandise released to coincide with the competition.

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| **World Cup** | **Mascot(s)** | **Description** |
| [England 1966](http://en.wikipedia.org/wiki/1966_FIFA_World_Cup) | **World Cup Willie** | A [lion](http://en.wikipedia.org/wiki/Lion), a typical symbol of the [United Kingdom](http://en.wikipedia.org/wiki/United_Kingdom), wearing a [Union Flag](http://en.wikipedia.org/wiki/Union_Flag) jersey with the words "WORLD CUP". |
| [Mexico 1970](http://en.wikipedia.org/wiki/1970_FIFA_World_Cup) | **Juanito** | A boy wearing [Mexico](http://en.wikipedia.org/wiki/Mexico_national_football_team)'s kit and a [sombrero](http://en.wikipedia.org/wiki/Sombrero) (with the words "MEXICO 70"). His name is the diminutive of "[Juan](http://en.wikipedia.org/wiki/Juan)", a common name in Spanish. |
| [West Germany 1974](http://en.wikipedia.org/wiki/1974_FIFA_World_Cup) | **Tip** and **Tap** | Two boys wearing [Germany](http://en.wikipedia.org/wiki/Germany_national_football_team) kits, with the letters WM (*Weltmeisterschaft*, World Cup) and number 74. |
| [Argentina 1978](http://en.wikipedia.org/wiki/1978_FIFA_World_Cup) | **Gauchito** | A boy wearing [Argentina](http://en.wikipedia.org/wiki/Argentina_national_football_team)'s kit. His hat (with the words ARGENTINA '78), [neckerchief](http://en.wikipedia.org/wiki/Neckerchief) and [whip](http://en.wikipedia.org/wiki/Whip) are typical of [gauchos](http://en.wikipedia.org/wiki/Gaucho). |
| [Spain 1982](http://en.wikipedia.org/wiki/1982_FIFA_World_Cup" \o "1982 FIFA World Cup) | **Naranjito** | An [orange](http://en.wikipedia.org/wiki/Orange_%28fruit%29), a typical fruit in [Spain](http://en.wikipedia.org/wiki/Spain), wearing the kit of the host's [national team](http://en.wikipedia.org/wiki/Spain_national_football_team). Its name comes from *naranja*, Spanish for orange, and the diminutive suffix "-ito". |
| [Mexico 1986](http://en.wikipedia.org/wiki/1986_FIFA_World_Cup) | **Pique** | A [jalapeño pepper](http://en.wikipedia.org/wiki/Jalape%C3%B1o), characteristic of [Mexican cuisine](http://en.wikipedia.org/wiki/Mexican_cuisine), with a [moustache](http://en.wikipedia.org/wiki/Moustache) and wearing a [sombrero](http://en.wikipedia.org/wiki/Sombrero). Its name comes from *picante*, Spanish for spicy peppers and sauces. |
| [Italy 1990](http://en.wikipedia.org/wiki/1990_FIFA_World_Cup) | **Ciao** | A [stick figure](http://en.wikipedia.org/wiki/Stick_figure) player with a football head and an [Italian tricolore](http://en.wikipedia.org/wiki/Flag_of_Italy) body. Its name is an [Italian greeting](http://en.wikipedia.org/wiki/Ciao). |
| [United States 1994](http://en.wikipedia.org/wiki/1994_FIFA_World_Cup) | **Striker, the World Cup Pup** | A [dog](http://en.wikipedia.org/wiki/Dog), a common US [pet](http://en.wikipedia.org/wiki/Pet) animal, wearing a [red, white and blue](http://en.wikipedia.org/wiki/Flag_of_the_United_States) football uniform with the words "USA 94". |
| [France 1998](http://en.wikipedia.org/wiki/1998_FIFA_World_Cup) | **Footix** | A [rooster](http://en.wikipedia.org/wiki/Rooster), one of the national symbols of [France](http://en.wikipedia.org/wiki/France), with the words "FRANCE 98" on the chest. Its body is mostly blue, like the host's [national team](http://en.wikipedia.org/wiki/France_national_football_team) shirt and its name is a [portmanteau](http://en.wikipedia.org/wiki/Portmanteau) of "football" and the ending "-ix" from the popular [Astérix](http://en.wikipedia.org/wiki/Ast%C3%A9rix) comic strip.[[*citation needed*](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] Other proposed names were "Raffy", "Houpi" and "Gallik". |
| [South Korea/Japan 2002](http://en.wikipedia.org/wiki/2002_FIFA_World_Cup) | **Ato**, **Kaz** and **Nik** (The Spheriks) | Orange, purple and blue (respectively) futuristic, [computer-generated](http://en.wikipedia.org/wiki/Computer-generated_imagery) creatures. Collectively members of a team of "Atmoball" (a fictional football-like sport), Ato is the coach while Kaz and Nik are players. The three individual names were selected from shortlists by users on the Internet and at [McDonald's](http://en.wikipedia.org/wiki/McDonald%27s) outlets in the host countries. |
| [Germany 2006](http://en.wikipedia.org/wiki/2006_FIFA_World_Cup) | [Bm-Goleo.JPG](http://en.wikipedia.org/wiki/File:Bm-Goleo.JPG)  [**Goleo VI**](http://en.wikipedia.org/wiki/Goleo_and_Pille) Sidekick: [**Pille**](http://en.wikipedia.org/wiki/Goleo_and_Pille) | A lion wearing a [Germany](http://en.wikipedia.org/wiki/Germany_national_football_team) shirt with the number 06 and a talking football named Pille. Goleo is a portmanteau of the words "goal" and "leo", the Latin word for lion. In [Germany](http://en.wikipedia.org/wiki/Germany), "Pille" is a colloquial term for a football. |
| [South Africa 2010](http://en.wikipedia.org/wiki/2010_FIFA_World_Cup) | [**Zakumi**](http://en.wikipedia.org/wiki/Zakumi) | [Zakumi](http://en.wikipedia.org/wiki/Zakumi) is a [leopard](http://en.wikipedia.org/wiki/Leopard), a common animal found in [South Africa](http://en.wikipedia.org/wiki/South_Africa), with green hair wearing a shirt saying [South Africa 2010](http://en.wikipedia.org/wiki/South_Africa_2010). Zakumi's green and gold colors represent South African national sports' teams colors. His name comes from "ZA", for [South Africa](http://en.wikipedia.org/wiki/South_Africa), and "kumi", a word that means "ten" in various African languages. |
| [Brazil 2014](http://en.wikipedia.org/wiki/2014_FIFA_World_Cup) | [**Fuleco**](http://en.wikipedia.org/wiki/Fuleco) | The three-banded [armadillo](http://en.wikipedia.org/wiki/Armadillo) Fuleco is a portmanteau of the words "Futebol" ("Football") and "Ecologia" ("Ecology") |