

What's UUUP Sneakerheads?

The Foot Locker UUUP Truck is pulling up at some of the world's biggest cultural moments with exclusive drops and unforgettable experiences. Get ready for the ultimate sneaker summer.

[EXPLORE THE UUUP TOUR](#)

Summer 2026

The UUUP TRUCK Is Pulling Up!

Exclusive drops. Custom kicks. Sneaker culture on tour.

Sneaker culture has always been about more than what you wear, it's about showing up with style, confidence, and your own story. That spirit inspired the **Foot Locker UUUP Truck**, a mobile sneaker experience built for communities who live and breathe sneaker culture.

This summer, the UUUP Truck is hitting the road for the UUUP Tour, pulling up at some of the world's biggest cultural moments, including the **2026 FIFA World Cup** at SoFi Stadium and **Lollapalooza** in Chicago.

Expect limited-edition **sneaker drops**, live **customization stations**, **giveaways**, and the chance to connect with fellow sneakerheads. Wherever the truck stops, the culture shows up.

Pull Up. Lace Up. Show Up.

[EXPLORE NOW](#)

TOUR CALENDAR

Follow DICK'S on social channels as we reveal more UUUP Tour stops!

Jun. 12



FIFA World Cup
SoFi Stadium, Los Angeles

Jul. 30 - Aug. 2



Lollapalooza
Grant Park, Chicago

Late August



???
Clue: Desert and lights weekends

Mid September



???
Clue: Where speed meets spectacle

Got a guess? Comment on DICK'S post for a chance to win.

Where The UUUP Truck Is Pulling Up Next

Four stops. Two revealed. Can you guess the rest?

We've revealed the first two tour stops, but the next destinations are still under wraps. Follow DICK'S Sporting Goods on social and drop your guesses for a chance to win exclusive UUUP Tour prizes.

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