



USA Pavilion Youth Ambassadors

Known as the “Faces of America,” the USA Pavilion’s 89 Youth Ambassadors welcome visitors and serve as guides throughout the experience. Representing 45 U.S. states and speaking more than 20 world languages, these young Americans bring energy, warmth, and insight to every interaction. Youth Ambassadors help explain exhibits, share stories of U.S. culture and history, and reflect the spirit of exchange by learning from visitors in return.

Prior to arriving in Japan, the Youth Ambassadors attended a structured training program in Forth Worth, Texas, where they learned skills specific to their Pavilion roles, and they received Japanese language and cultural training.

Selected by partner organization Sister Cities International for their leadership and enthusiasm, these young Americans offer a welcoming presence, answer questions, and help visitors engage more deeply with each exhibit.

Since at least the Pan-American Exposition (1901) in Buffalo, New York, young adult exchange participants have assumed integral roles at Expos, such as supporting specialized pavilions, contributing art and scientific research, and helping to guide visitors through exhibits. These young leaders, who have been referred to as guides, ambassadors of goodwill, host scholars, and most recently as youth ambassadors, have participated in increasingly involved roles at USA Pavilions and are recognized as essential staffers.

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