



## **World's First Sustainable Sports Hub by Ebbe Sand to be developed at Jumeirah Golf Estates**

- Designed to drive sports tourism to Dubai and encourage local participation in sport, the "Green Sports Hub" will include a zipline, skateboard park, research centre, a hotel, F&B outlets and more.
- The 500,000 sq. ft. facility has been conceptualised and designed by international Danish football star, Mr Ebbe Sand, who joined a MOU signing ceremony along with H.E. Troels Lund Poulsen, Danish Minister for Business and Growth at Jumeirah Golf Estates.
- Expected to open in 2018, the project is part of Jumeirah Golf Estates' Phase A.

**Dubai, UAE, 1 November 2016:** The world's first sustainable sports hub by international footballer Ebbe Sand will be developed at Dubai's Jumeirah Golf Estates, complete with a zipline, skateboard park, research centre, a hotel, F&B outlets and more.

Designed to boost sports tourism to Dubai, whilst encouraging local participation in sport across all age groups, 'The Green Sports Hub by Ebbe Sand' (the Hub), which is due for completion in late 2018, will aim to be the premier destination for sports training and leisure in the emirate.

The development of the 500,000 sq. ft. Hub was made official during a signing ceremony last night. Hosted by the Jumeirah Golf Estates executive team, Ebbe Sand was joined by His Excellency Troels Lund Poulsen, the Danish Minister for Business and Growth, who is currently in Dubai leading a delegation to extend Denmark's expertise in sustainability to the UAE. During the ceremony, the Danish Government cited the Hub's commitment to environmentally friendly practices as key to achieving the UAE's Vision 2021.

Expected to open in 2018, the Hub will include a state-of-the-art sports academy, climate lab, swimming pool, indoor & outdoor climbing walls, zip line, skateboard park, martial arts training centre, sports research facility, music & sports play area, sports physio & spa, as well as accessible sports medical facilities. The Hub will be located adjacent to the entry of Jumeirah Golf Estates' state-of-the-art Clubhouse.

The eco-friendly Hub is modeled on sustainability and is complete with solar power, waste management and water perseveration and reuse systems, with the likes of its skateboard park designed to act as a reservoir to collect and direct any rainwater to the surrounding greens.



Designed to accommodate local and international sports fans, plans for the Hub also include a sustainable boutique hotel concept, meeting facilities and F&B outlets – with Sand now in talks with local and global operators and anchor tenants eager to lease the space.

Yousuf Kazim, CEO of Jumeirah Golf Estates said: “Jumeirah Golf Estates is already a thriving community of families and international visitors, and the launch of Green Sports Hub is a milestone development that cements Jumeirah Golf Estates’ status as the region’s leading residential golf community committed sustainability. Through the development of Green Sports Hub by Ebbe Sand, we are committed to supporting the UAE’s sporting stars and aspiring athletes, by providing them with a platform to excel at all levels.”

Ebbe Sand, international footballer, athlete and project founder, said: “As a resident of Jumeirah Golf Estates, it is an honour to contribute towards the high quality facilities that the community has become known for, whilst also providing a first class framework for training and exercise. Through the Green Sports Hub, I look forward to bringing extensive and varied sporting facilities to Dubai, as well as to creating a vibrant and multi-functional sustainable attraction that is used as a social and educational resource among local and international visitors. The Green Sports Hub will be a community that inspires a healthier and more sustainable lifestyle.”

H.E. Troels Lund Poulsen, Danish Minister for Business and Growth said, “As the Danish Minister for Business and Growth, it is a great pleasure to witness in person the incredibly fruitful collaboration between the Ebbe Sand Sports Academy and Jumeirah Golf Estates, which greatly emphasises the enormous potential that exists in creating a link between sustainability, healthy living and high-quality design. I believe this collaboration on designing and building the most sustainable sports complex to date is a great example of how Denmark – with knowledge and experience - and the UAE – with visions, ambitions and capacities - can profit from each other for the benefit of both business and society as a whole. I hope for similar collaborations to appear in the future and for Denmark help reach the strategic goals for the strategies and visions that Dubai has for a greener and more sustainable environment.”



Jumeirah Golf Estates is committed to following eco-friendly and environmentally sound principles and practices – only developing commercial projects that actively benefit the environment.

The announcement comes as the world of sport gears up to watch Jumeirah Golf Estates host the DP World Tour Championship, the Season Finale of the European Tour's Race to Dubai, on 17-20 December 2016.

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**Note to editor:**

**Green Sports Hub signing image**

**Back row from left to right** - Yousuf Kazim, CEO of Jumeirah Golf Estates; H.E. Troels Lund Poulsen, Danish Minister for Business and Growth

**Front row from left to right**

Abdulaziz Bukhatir, Executive Director - Corporate Services; Ebbe Sand, international footballer, athlete and project founder

**About Jumeirah Golf Estates**

Host to the DP World Tour Championship, the Season Finale of the European Tour's Race to Dubai since 2009, Jumeirah Golf Estates is one of the Middle East's most prestigious residential golf communities, offering a wide range of world-class facilities and more than 1,700 individually designed homes (constructed and under construction) in the United Arab Emirates. Situated just 15 minutes from The Palm and Dubai Marina, Jumeirah Golf Estates is well placed to provide an unforgettable experience at its two championship golf courses, Fire & Earth, and luxury homes within easy reach of Dubai's top attractions. From a state-of-the-art Clubhouse to restaurants, swimming pools and fitness centers, Jumeirah Golf Estates has a wide variety of entertainment and recreation facilities that will provide a superior lifestyle.

Jumeirah Golf Estates recently announced a new luxury real estate development Alandalus, which includes a range of apartment options, townhouses and a commercial center.

Visit [JumeirahGolfEstates.com](http://JumeirahGolfEstates.com) and [greensportshub.com](http://greensportshub.com) for more information and connect with Jumeirah Golf Estates on [Facebook](#), [Twitter](#), and on [Instagram](#)