



JUMEIRAH GOLF ESTATES ANNOUNCES SPONSORSHIP OF DUBAI TOUR

*World famous cyclists set to spin through Jumeirah Golf Estates
as official Dubai Tour partner*

Dubai, UAE, 24 January 2017: Jumeirah Golf Estates, host to the DP World Tour Championship and one of the Middle East's most prestigious residential golf communities, is proud to be an official partner of the upcoming 2017 Dubai Tour.

Now in its fourth year, taking place from 31st January to 4th February, the Dubai Tour is considered a classic event in the early cycling calendar. With five different stages and 16 different teams, the power and passion of some of the world's best riders will be on show for spectators to enjoy.

The race will take place in Dubai's most famous landmarks and attract riders from all five continents, with three stages best suited to the sprinters and one to the puncheurs. A special team of riders representing the Emirates is also expected to attract local supporters as they watch the highest-caliber Middle-Eastern racers rub shoulders with the very best cyclists in the world.

Passing through Jumeirah Golf Estates during stage two on 4 February, riders will spin past the community's 16 neighbourhoods, enjoying its peaceful and green surroundings with views of the Dubai cityscape. Stage 2 of the race will begin at the Dubai International Marine Club – Palm Jumeirah and put participants to the test in a 188km race to the finish line, via Jumeirah Golf Estates.

Last year it was revealed that sport has a direct economic impact of \$421m in Dubai. As major sporting tournaments continue to grow in popularity across the region, it is not surprising that events like the DP World Tour Championship and the Dubai Tour are a lead contributor to the sector.

Yousuf Kazim, CEO of Jumeirah Golf Estates, said: "The Dubai Tour is one of the most exciting sporting occasions on our sporting calendar and we are proud to further contribute to the region's sports economy by partnering with the Dubai Tour. Not only does the event raise the profile of Dubai, it helps to promote healthy living and an active lifestyle, a key proposition of Jumeirah Golf Estates.

"We have been host venue for the DP World Tour Championship for eight consecutive years now, and the partnership has firmly established Jumeirah Golf Estates as a global sporting venue attracting a record number of international sports fans year-on-year. By providing an unmatched lifestyle offering and state-of-the-art facilities including the Middle East's only award-winning European Tour Performance Institute, two world-class golf courses and tennis academy, the Dubai Tour provides a fantastic opportunity to further showcase our exceptional offering to the wider sporting world," continued Kazim.

H.E. Saeed Hareb, Dubai Sports Council General Secretary, said: "We are very pleased to have Jumeirah Golf Estates as a Dubai Tour Partner. It is an example of the synergy between golf and cycling, which has never been so close as in this era. Jumeirah Golf Estates promotes a vision based on healthy living and an active lifestyle, which is exactly what we want to convey to our fans at the Dubai Tour."



Situated just 15 minutes' drive from The Palm Jumeirah and Dubai Marina, Jumeirah Golf Estates is an ideal spot to enjoy the excitement around this year's Dubai Tour; against a backdrop of rolling fairways on the Fire & Earth courses and within a community of luxury homes.

Teams will begin the Jumeirah Golf Estates section of the race at 1:50pm on 4 February. Spectators wishing to view the action on the day can welcome the riders to Jumeirah Golf Estates at the Al Fay Road entrance, as they cycle on towards the Clubhouse.

To enjoy an afternoon bite or beverage after the riders make their way through Jumeirah Golf Estates, please call +971 (4) 818 2000 or email restaurants@jumeirahgolfestates.com to make a reservation at the Clubhouse. Boasting spectacular views of the Dubai skyline amid lush greens overlooking the Earth Course's 18th fairway, the Clubhouse is an ideal spot to start the weekend on Saturday 4 February.

ENDS

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 for more information and connect with Jumeirah Golf Estates on [Facebook](#), [Twitter](#), and on [Instagram](#)

For media enquiries:

Vicky El-Kassir

Grayling

Vicky.el-kassir@grayling.com