

ASPIRE

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ZONE NEWSLETTER



QATAR WINS AFC U-19 CHAMPIONSHIP IN MYANMAR THE ENTIRE TEAM MADE OF ASPIRE FALCONS

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Dr. Mohamed Ghaiith Al Kuwari
Director of the Healthy Lifestyle Programme

**QSL set to Utilize
Aspire Zone
Foundation's
leading-edge Sports
Management Software**



Aspire Zone Foundation (AZF) and Qatar Stars League (QSL) signed an agreement in August to enable QSL to utilize AZF's Qatar-developed event management system, 'Bridge', for its upcoming competitions. The signing ceremony was held at THE TORCH DOHA, and attended by Mr. Ali Mohamed Al Kubaisi.

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For two days in October Paris became the setting of a unique event - the "Aspire Academy Global Summit" on "Football Performance and Science"

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Urban Adventure
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Aspire Zone hosted its first adventure racing challenge on October 18, welcoming 19 teams who pushed themselves over a range of innovative tasks. By the end of the day, the inaugural Aspire Urban Adventure Award 2014 was awarded for achieving the fastest time.

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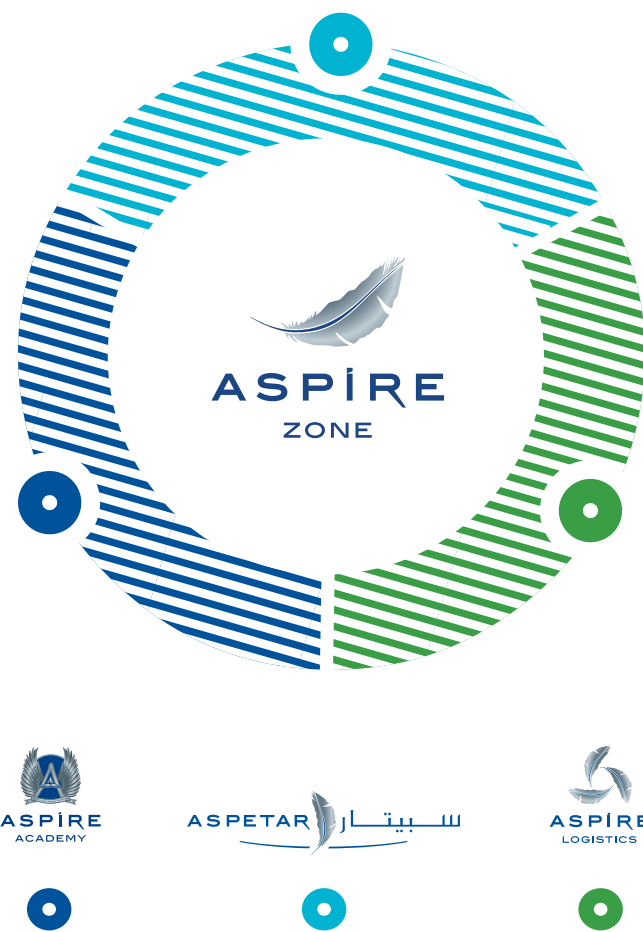
FEATURE STORY: **QSL set to Utilize Aspire Zone Foundation's leading-edge Sports Management Software**

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Aspire Zone Foundation is a pioneering international sport project, thanks to its member organizations which is comprised of Aspire Academy, Aspetar, and Aspire Logistics. Each has its individual role to perform in realizing a comprehensive mission.

AZF proved to be the favorite destination for decision makers in the sports industry and the pulse of sports and athletes, thanks to its intense activities calendar throughout the year. The range of services appeal to local, regional and international event organizers, only to make Aspire Zone a center of excellence that services the Sports World needs. Aspire Zone is a perfect setting to combine sport and leisure.

Rising to international prominence through the successful staging of 2006 Asian Games, AZF is the home to some of the world's finest sport stadia and venues offering a stimulating combination of sport, sports medicine and research, and sport education. Moreover, AZF was voted the World's Leading Sports Tourism Development Project for the World Travel Awards 2011.



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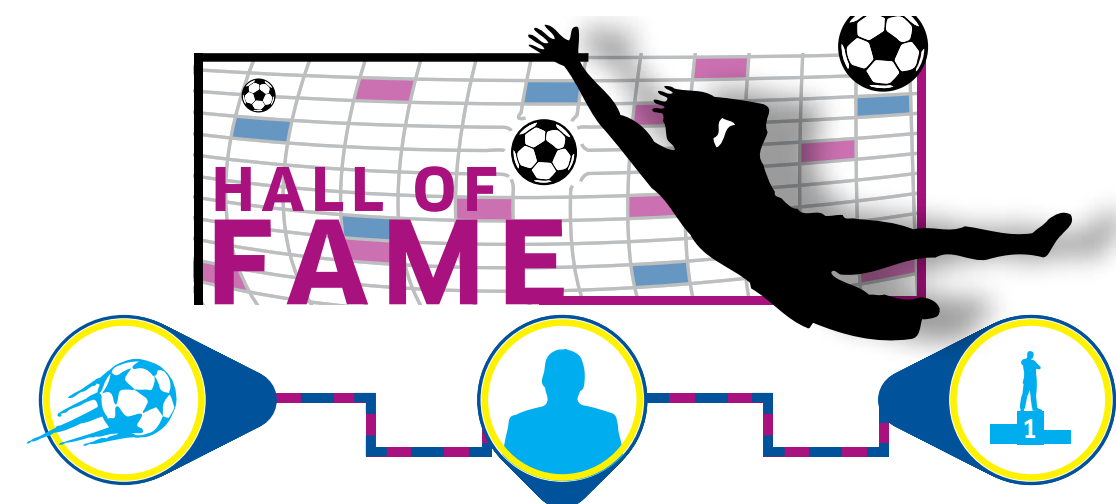
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QATAR WINS AFC U-19 CHAMPIONSHIP IN MYANMAR

THE ENTIRE TEAM MADE OF ASPIRE FALCONS



24 players, the falcons of Aspire Academy be it graduates or student athletes, excelled in Qatar's win of the 2014 AFC U-19 World Championship title in Myanmar after a 1-0 victory over the title-defending team DPR Korea. The success of Qatar's U-19 national team proves that the philosophy of Aspire Academy works.



Substitute Akram Afif scored the winning goal after 50 minutes

Ahmed Moeen deserved the title of "The Most Valuable Player"

Ahmed Al Sadi claimed the top scorer award.

FACTS & FIGURES

Qatar's senior team

%18 are Aspire players

Reached the FIFA World Cup 2014 qualification

Qatar's U-17 national team

%100 are Aspire players

Qualified for AFC Championship.



IN PREPARATION FOR THE WORLD CUP 2022

QATAR REVEALS KHALIFA INTERNATIONAL STADIUM REDEVELOPMENT PLANS

The Supreme Committee for Delivery & Legacy (SC) and Aspire Zone Foundation unveiled the renovated design for Khalifa International Stadium at a ceremonial gala dinner held in the capital of Saudi Arabia, Riyadh, on the sidelines of the 22nd edition of the Gulf Cup, in November 2014.

HE Abdullatif Al Zayani, GCC Secretary General, HRH Prince Abdullah bin Musa'ad bin Abdul Aziz, General President of Youth Welfare, Presidents

of Gulf football associations, and other dignitaries from the region attended the event, as well as Mr. Hilal Jeham Al-Kuwari, AZF President, as a representative of Aspire.

The redevelopment includes revamping the venue to be compliant with FIFA's stadium requirements. Additionally, innovative cooling technology will be incorporated to ensure an optimal playing temperature for fans and players. The project is planned to finish in 2016.

Watch the speech of Mr. Hilal Jeham Al-Kuwari, President of Aspire Zone Foundation, to find more about the developments happening at Khalifa Stadium.



DOHA GOALS 2014: SOCIAL CHANGING AGENDA THROUGH SPORTS

Over 1,800 participants from all over the world gathered in Aspire Zone for three days full of action to draw the future of social, political and economic developments through sporting vehicles. Thanks Doha GOALS Forum.

This third edition of The Forum brought world and business leaders, football federations, sporting champions and students. Among the speakers were:



- H.E. Ali Bongo Ondimba, President of Gabon
- Vice President of the International Olympic Committee, Sir Craig Reedie
- Former London 2012 Chairman, Seb Coe
- Triple Paralympic Champion, Hou Bin

French Secretary of State for Sports, Thierry Braillard

The Forum was a golden chance to establish collaborative projects. With a hi-tech niche, hundreds of meetings took place through the Community Connect app.



ASPIRE ACADEMY GLOBAL SUMMIT PREMIERES IN PARIS

For two days in October Paris became the setting of a unique event - the "Aspire Academy Global Summit" on "Football Performance and Science" where the most influential figures in football met eminent members of

the scientific community to discuss topics that are essential to recent developments of the sport. This conference held on the 6th and 7th of October at Pavillon Cambon was the starting point for an exemplary project

that aims to build up a leading network of sport performance experts. A summit that proved that chance has no place in top-level sport, and that the only way to attain excellence is through the optimized quest for performance.

ASPIRE ACADEMY GLOBAL SUMMIT ON FOOTBALL PERFORMANCE AND SCIENCE



Aspire Zone Foundation CEO Mr. Khalid Al-Sulaiten opened the "Aspire Academy Global Summit on Football Performance and Science" with delegates from over 50 clubs and federations in attendance.

Speaking at the opening Mr. Al-Sulaiten said: "It is our belief that excellence starts at an early stage

and scientific support is very important to become a champion and that's why we gathered all these people here today."

Football clubs from around the world have praised Aspire Academy and pledged to continue to work together to build upon the Aspire Academy Global Summit on Football Performance and

Science that concluded in Paris.

Commenting on the occasion Aspire Academy Director General Ivan Bravo said: "The summit is just the first step that Aspire Academy has taken to create a community of clubs and academies that will regularly share knowledge."



GRAND SCALE ANNOUNCEMENTS

During the opening day, three announcements took place. Aspire Zone, Qatar Football Association and Serie A made a joint announcement that the Italian Super Cup between Juventus vs. Napoli will be played in Qatar on December 22. The Italian Super Cup is a competition decided in a single match which is contested at a neutral venue between the Serie A champions and the winners of the Coppa Italia.

Furthermore, the World Sport Company used the opportunity to

present the Legends World Cup - a charity competition that will be played in 32 games and bring 16 countries and 300 legends together, where stars from the past are going to play and entertain people for a good cause.

In course of the event, the "Leaders Under 40" awards, was announced by James Worrall, CEO, Leaders and Ivan Bravo, Director General of Aspire Academy. The first official Leaders Under 40 Awards will take place next year.

THE QATARI EXPERIENCE BEAMS FROM EUROPE

In parallel to the global summit, ASPIRE4SPORT, the Middle East's premier sporting business platform, was held in Paris in October 2014 with Aspire Zone Foundation revealing expansion plans whilst 800 scheduled business meetings took place between 15 Qatari entities and 100 international companies. During ASPIRE4SPORT 2014, it was confirmed that in 2015 the event would return to Doha.



ASPETAR LABORATORY RECEIVES ACCREDITATION FROM THE COLLEGE OF AMERICAN PATHOLOGISTS

On track to achieve its vision of being a leader in sports medicine by 2015, Aspetar has demonstrated its commitment to providing world-class medical services with the accreditation for its Laboratory from the College of American Pathologists (CAP). The announcement was made during the closing ceremony of Aspetar's 4th Annual United in Quality and Patient Safety Week in September.

This accreditation is only the second such accreditation in Qatar. Aspetar has become part of an important group of internationally recognised laboratories



that have met the highest standards of excellence in quality laboratory practices.

During the accreditation process, inspectors examined the laboratory's records and quality control for the past two years, as well as reviewing laboratory staff qualifications,

equipment, facilities, safety programme and record, and overall management.

Aspetar laboratory's objective is to improve lives and transform healthcare, provide excellent teaching, research and quality patient service to meet the health needs of Qatar Sport's community and the region.



DOHA RUNNERS SET FOR ULTIMATE CHALLENGE AS MEGA MARATHON COMES TO ASPIRE ZONE

Doha residents will receive the unique opportunity to compete with the world's top 50km runners following confirmation that the IAU 50km World Trophy Final will coincide with Aspire International 6:50 Race.

Set on October 31st, local participants will run approximately seven times the length of the Doha Corniche in under six hours.

The race consists of 10 laps of a specially designed 5km track at Aspire Zone. The run also features a relay option for those who wish to compete in a team of five.

Adding to the prestige of the event, the 6:50 race will double up as the final of a major worldwide 50km running tournament.

The exciting arrangement follows a deal struck between AZF and the International Association of Ultrarunners (IAU) earlier this year and ensures that 40 of the world's best ultra long distance runners will be taking part in the Doha mega marathon.



INTERVIEW

DR. MOHAMED GHAITH AL KUWARI
 Director of the Healthy Lifestyle Programme

The challenges are many, but achievements precede fears and pave the way to the upcoming. Starting from an idea and developing into a program, Aspetar, a member of Aspire Zone Foundation (AZF), launched its healthy lifestyle website (namat.qa) to address all members of the community locally and regionally.

The website raises a flag, encouraging everyone to follow a healthy lifestyle and to stay active. All through focusing on topics related to physical activity and its health benefits.

Screening the website, it delivers a purposeful message that the Healthy Lifestyle Programme (HLP) works on in order to spread a new spirit in the society; a spirit that is full of energy, activity and life.

To find more about Namat, we interviewed Dr. Mohamed Ghaith Al Kuwari, Director of the Healthy Lifestyle Programme (HLP), and he told us about the programme, its development, objectives and prominent features.

Q *Namat is an initiative that has been launched by Aspetar. How was the start?*

A The launch of namat.qa came as an answer to today's issues as many people now are no more physically active. It is a message that spreads awareness among community members to remind them how important physical activity is for their health.

Physical activity is important to be able to keep doing daily duties, especially with the spread of diseases resulting from the lack of activity.

The initiative focuses on making physical activity an integral part of people's life, by replacing the daily inactive routines into more active life habits.

This doesn't make the move a burden and so adopting these habits become easy. For example, we encourage people

“Namat.qa is designed to focus on promoting a healthy lifestyle and creating public awareness in Arab societies about diseases related to unhealthy lifestyles and how they can be prevented.”

to do physical activity or exercise at least for 30 minutes in 5 days a week.

This is just small amount of activity but it has a significant impact on the long term. All of this comes within the framework of AZF's mission that aims to achieve a healthy life and an active community, which is in line with Qatar National Vision 2030 as human development is one of its four pillars.

Q *There is lots of emphasis on physical activity in humans' life, which makes Namat a constructive message and a quantum leap in the lives of individuals and communities. What are the objectives of this program and what does it aim to deliver?*



A Namat.qa is designed to focus on promoting a healthy lifestyle and creating public awareness in Arab societies about diseases related to unhealthy lifestyles and how they can be prevented.

Additionally, namat.qa enhances knowledge about best practice guidelines for physical activity and healthy eating, contributing to a sustained change in positive lifestyle behaviours in Qatar and other Arab societies.

The website is available in Arabic and English, and content contributions are experts from Aspetar and AZF partners. However, the significance of namat.qa comes to fill the knowledge gap as there is lack of scientific resources related to physical activity in Arabic. So, the need for a local and a regional, interactive educational database arises.

Q *What makes Namat different from other popular health programs?*

A There are some initiatives that started to encourage people to do physical activity and to take care of their health. However, to start with, Namat is unique because it is non-commercial. It is completely free and it addresses all community members regardless of their age or capabilities.

As well, it reaches out regionally. The website publishes information online to encourage people to adopt healthy lifestyles.

The online platform provides easy educational options to the registered such as:

- New health content on the latest studies and updates about physical activity, nutrition and healthy habits

- General health consultations about related topics
- Introducing the program and its health initiatives to reach out the community, children and specific groups
- A social network to follow the latest health topics and members enquiries
- Special membership to health experts where they can benefit from the health content and contribute to it as well
- The latest news as well as local and regional health events

Q *What are the main activities and events that the program runs?*

A There are a number of programs all related to health and promoting physical activity. These include: step into health, an initiative managed by HLP which was launched in 2012 to encourage the people of Qatar to walk 10,000 steps or more daily. As part of this initiative, the participants get for free a pedometer or a smartphone application.

In addition, Aspire Active is a program that enables members of the community to register in fitness classes and health programs, each according to his or her fitness level.

We have a guide to take care of the next generation's health and to focus on children's needs. This is done through Haraka-wa-Seha (HWS), an interactive, afterschool sport-based health education program for children.

There is also the Healthy Chef Program which consists of fun, interactive cooking classes for young girls. Thus we prepared a special cooking program

that focuses on children to teach them on healthful habits and food choices to carry into adulthood.

In addition, the program holds many events and competitions all year round, such as the National Sport Day activities. And with partners, it can achieve the set results.

Q *The initiative involves many health programs, such as step into health which was a huge success. How do you evaluate this experience?*

A step into health received huge applaud since its launch until now. Our records count more than 32,000 registered members up until September 2014 and we expect the numbers to increase.

We always aim to meet the community needs, so we launched the smartphone application, which makes the daily steps counting easier and it provides valuable health information as well.

The program also holds incentive competitions all year round, and cooperates with nine companies, seven universities and six shopping malls. All, in turn, deliver the program's message to the community and create a healthy, entertaining atmosphere which is important.

Q *Finally, what advice would you like to give to the community members?*

A We would like to advise them to take care of their health, and to change their unhealthy habits into active patterns gradually. Walking half an hour daily is good. It is an achievement that will lead to do more exercise for 150 minutes a week according to our guidelines



USA U17 BASKETBALL TEAM WINS THIRD-STRAIGHT FIBA TITLE FOLLOWING TRAINING CAMP at Aspire Zone

HEAD COACH DON SHOWALTER: "THE FACILITIES ARE TREMENDOUS"

The USA U17 Men's Basketball Team underwent an intensive training camp at Aspire Zone in August in preparation for the 2014 FIBA U17 World Championships. The team excelled, and, after an exceptional final match against Australia, went on to win the

competition for the third consecutive year. Head Coach Don Showalter praised Aspire Zone, saying: "Aspire is as nice as anything we have back home in the US. Our hotel The Torch is unbelievable, and our players really enjoyed the whole experience." The

team also played in a friendly match against the Qatar U18 Men's Basketball squad. "I was impressed by the level of playing from the team. I thought they were very well coached, and they knew what they were doing on the court," said Showalter.

THE USA U17 BASKETBALL TEAM EXPERIENCES

THE LUXURIOUS AND GENEROUS HOSPITALITY OF THE TORCH DOHA

THE TORCH DOHA welcomed the USA U17 Basketball team members for the first time in Doha. Preparing for the U17 World Championship in Dubai, the team availed of Aspire Zone's exclusive training facilities and hospitality. Due to its convenient location in the



centre of Aspire Zone, Doha's vibrant sports city, THE TORCH was selected as the privileged hotel for the team's accommodation.

Sherif Sabry, Hotel Manager, said: "We are proud to welcome and host the USA U17 Basketball delegation in Doha.

Being the first team from the US coming to Qatar, we are honored to introduce the Qatari culture to them."

The team's camp was a success as they went on to win the U17 World Championship.



ASPETAR ANNOUNCES THE LAUNCH OF ITS NEW HEALTHY LIFESTYLE PLATFORM: NAMAT

Aspetar, member of Aspire Zone Foundation, announced the launch of its new website namat.qa that aims to spread the culture of health in the Arab community.

Kuwari, Director of Aspetar Healthy Lifestyles Programme (HLP) said: "The website aims to provide the necessary information for the individual and society and to deliver the latest health information and studies related to physical activity, nutrition and health matters". Namat.qa is an open national and regional public health educational platform developed by Aspetar's HLP. It promotes healthy living through

scientific content and researches, and is aligned with the National Health Strategy 2011 - 2016 and Qatar National Vision 2030.

The website is an interactive platform, available in Arabic and English, and serves as a hub to the benefit of the society, children and special needs.



TOP FRENCH HANDBALL TEAM RETURNS TO TRAIN AT ASPIRE ZONE

PSG GIANTS ARE PREPARED FOR UPCOMING 2014/2015 SEASON

Following an overwhelmingly successful training camp in 2013, Paris Saint-Germain (PSG), a top ranking team in Division 1 of the Ligue Nationale de Handball, returned to Aspire Zone in August to undergo final preparations for the upcoming handball season.

The 2012/2013 D1 champions returned to the world-class facilities to participate in a series of intensive training sessions designed to physically and mentally prepare the team for the 2014/2015 season.

Bruno Martini, General Manager of the Paris Saint-Germain Handball team, commented: "Training camps serve as important preparation for upcoming seasons. We really enjoyed the sessions at Aspire Zone; the facilities are state-of-the-art."

ASPETAR PARTNERS WITH LEADING EUROPEAN SPORTS SCIENCE CONGRESS

COLLABORATION INCLUDES INTRODUCTION OF EXCELLENCE IN FOOTBALL RESEARCH AWARD

Aspetar recently announced a three-year partnership with the European College of Sport Science (ECSS). The leading orthopedic and sports medicine hospital revealed the collaboration following this year's annual ECSS congress, which took place in July in Amsterdam.

this year's annual ECSS congress, which took place in July in Amsterdam. As part of the agreement, Aspetar and the ECSS launched an Excellence in Football Research Award. The aim of the award is to attract and support

novel, applied research projects that have potential applications to the football pitch. Aspetar has attended the ECSS conference as a sponsor for the last three consecutive years. As part of the collaboration, Aspetar will now serve as a gold partner for the next two years.



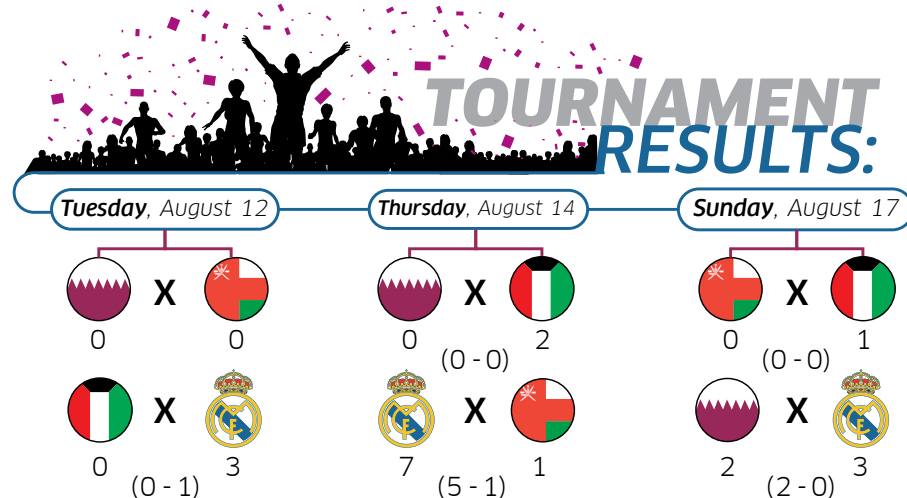
REAL MADRID WINS INTERNATIONAL YOUTH TOURNAMENT AT ASPIRE ACADEMY

PROVIDES VALUABLE MATCH PRACTICE FOR KUWAIT, OMAN AND QATAR BEFORE HEADING TO THAILAND

Aspire Academy hosted its first event of the new football season in August. The 'International Youth Tournament', which took place ahead of the AFC U16 Championship, was won by Real Madrid.

The last game in the tournament took place between Real Madrid and Qatar. The Spanish side overturned a two-goal deficit, a result that showed the unlucky host team has great potential for the future. The same night saw Kuwait edge out Oman after half time to take second place in the final standings.

As well as providing a rewarding experience for Real Madrid's winning "Juvenil B" side, the tournament also provided ideal preparation for the AFC U16-Championship in Thailand for the youth national teams of Oman, Kuwait and Qatar.



ASPIRE ACADEMY CO-HOSTS OCA TRAINING CAMP

Aspire Academy and the Olympic Council of Asia co-hosted a two week camp, welcoming some of Asia's most talented young athletes into the Academy from September 1 to 14, 2014. The youth delegation included 59 athletes from 31 Asian countries such as China, Kuwait, Lebanon and Malaysia that are competing in the long jump or middle distance as well as their personal coaches.

The 16 and 17 year old athletes were nominated by their respective national Olympic committees to benefit from the Academy's facilities, coaches and sport scientists.

During the camp, the Academy's staff collected data on the athletes' performance so that coaches can consider these in the training.

Vahid Kardany, a representative of the Olympic Council of Asia, acknowledged the contribution of Aspire to athletes' development, saying: "We want to thank Aspire Academy for the opportunity to use these fantastic facilities. We want to thank the coaches for their commitment and everyone else who was involved in this camp."



ASPETAR AND WEILL CORNELL MEDICAL COLLEGE IN QATAR TO EXPAND RESEARCH AND EDUCATION PARTNERSHIP

Aspetar and Weill Cornell Medical College in Qatar (WCMC-Q) expanded an existing clinical training and education partnership on September 9, 2014.

The original agreement was signed in 2009, where Aspetar became a designated center for providing academic and clinical training opportunities to WCMC-Q medical students, while promoting medical education in primary care and specific

clinical services, such as the diagnosis and management of musculo-skeletal disorders. In addition, as part of the original agreement, selected Aspetar physicians were appointed Weill Cornell faculty members.

The collaboration entails that Aspetar provides its premises, facilities and well-reputed staff for the education and training of WCMC-Q students. In addition, WCMC-Q faculty will provide

clinical services to Aspetar's patients within its scope of services. Moreover, both organisations will be able to use the two facilities for integrated biomedical research and related publications.

It is anticipated that the renewed agreement will lead to additional future collaborations between the two medical institutions.



ASPIRE ACADEMY AT GLOBAL SPORTS SUMMIT

For another time, Aspire Academy was part of the prestigious "Global Sports Summit" that took place between July 20 and 22, 2014 in Aspen (USA).

Ivan Bravo, Director General of Aspire Academy, was invited to discuss with some of the world's most prominent sports teams owners

and senior leaders the key pillars for sports organizations to become internationally recognized brands.

The panelists and the audience formed by a select group of global sports leaders shared their insights about those sports organizations that are quickly becoming globally respected, leading brands.

The Sports Summit takes place every year in Aspen, Colorado, where sports owners and CEOs gather in closed-door meetings to discuss leading strategies used to remain on top of the sports industry.

In the photo: Mr. Ivan Bravo, Director General of Aspire Academy, speaking.

ASPETAR TO CELEBRATE DEDICATION TO QUALITY MEDICAL CARE

ONE FURTHER MILESTONE ON THE TRACK TO ACHIEVING THE VISION

In line with its commitment to furthering excellence within the workplace and in line with its vision to become an international leader in sports medicine, Aspetar hosted its fourth annual International Quality and Patient Safety Week from 15th to 17th September. The campaign brought healthcare professionals from around the world to take part in a series of educational sessions, including interactive workshops, symposia, and lectures.

Commenting on the significance of the conference, Dr Khalifa Al Kuwari, Director General of Aspetar, said: "Aspetar's overarching vision is to become a global leader within the industry by 2015 and the impressive array of expertise on hand at the conference is a key instrument helping us achieve our goal."

As well, Aspetar regularly hosts, and attends, international conferences that bring together world-class practitioners in the field. Previous highlights include presenting a forum at the London 2012 Olympic Games, hosting an Altitude Training and Team Sports Conference, and Aspetar's Current Concepts Series.



AQUATHON SERIES RETURNS FOR ITS 4TH EDITION

ASPIRE ZONE FOUNDATION OPENED REGISTRATION FOR THE AQUATHON SERIES IN ITS 4TH EDITION.

The Aquathon series takes place every year at Aspire Zone and consists of four races spread across several months. Each race includes a swim in Aspire Dome and a run around Aspire Zone.

Entry is open to this event for all ages and abilities, aged 8 years and above. With a range of categories, the series features courses of varying distances.

Adults' categories are to run for 5K and swim 500m, whereas children run between 1.5 K -3 K and swim between 100-300m according to their age group.

The series will take place at Aspire Zone, where the indoor Aspire Dome pool facility, closed roads and a designated running track will ensure a safe and speedy race for all.

Race Dates
25th October 2014
8th November 2014
17th January 2015
24th April 2015

ASPETAR AWARDS STEP INTO HEALTH COMPETITION WINNERS

The winners of Aspetar's Ramadan walking competitions were recognised in an official awarding ceremony in September.

The competitions were part of the hospital's popular 'step into health' programme, which were established to encourage the local community stay active during Ramadan.



The ceremony, organised by Aspetar's Healthy Lifestyle Department, took place at the hospital, and was attended by a number of senior officials. Additional sixteen prizes were handed out during the ceremony to the top walkers who averaged 10,000 steps or more for the last 18 months, with some members taking between 12,000 and 60,000 steps a day.

The winners included Qatari resident aged 29 years old, who walked over 19 months and averaged 20,000 steps day. As a long-term member of step into health since its launch back in 2012, Abdullah Muftah Alkhulaifi acknowledged how the initiative changed his life: "I have seen a noticeable difference in my fitness levels as well as my overall health".

ASPIRE HOSTS INAUGURAL URBAN ADVENTURE CHALLENGE

THRILLS START WITH FACEBOOK COMPETITION FOR THE UNIQUE OBSTACLE COURSE

Aspire Zone hosted its first adventure racing challenge on October 18, welcoming 19 teams who pushed themselves over a range of innovative tasks. By the end of the day, the inaugural Aspire Urban Adventure Award 2014 was awarded for achieving the fastest time.

The event, consisting of ten exciting challenges, included scaling the heights of the Olympic high diving board and then plunging deep into the pool below, summiting Aspire's very own climbing wall, kayaking around the lake, as well as trail running across the park to win the accolade of becoming an 'Aspire Urban Adventurer'.

The competition saw participants performing in teams of four with a designated captain and a dedicated reserve.

With an online competition on the Aspire Zone Facebook page and an activation event in the Sports Corner at City Centre held in August, the thrills started before the racing challenge and saw huge turn over.



COMMUNITY OPEN LEAGUES RETURNING BACK

Season Two of Aspire Open Leagues kicked off on September 26, 2014 at Aspire Zone's community courts, located in-between Aspetar and Khalifa International Stadium. The Zone welcomed the first basketball and football teams that competed in the 12 team leagues. The cost-free round robin leagues are open to the first 10 teams to sign-up and run every Friday for 6 weeks. The competitions are tailored to engage the local community in competitive, fun leagues during the weekends. The past tournaments of Aspire Open Leagues have been a huge success with over 20 teams competing each Friday.

Football League Schedule	Basketball League Schedule
<ul style="list-style-type: none"> Friday 26th Sept Friday 3rd Oct Friday 10th Oct Friday 17th Oct Friday 24th Oct Friday 31st Oct 	<ul style="list-style-type: none"> Friday 26th Sept Friday 3rd Oct Friday 10th Oct Friday 17th Oct Friday 24th Oct Friday 31st Oct
Times: 16:00- 18:00	Times: 18:00 - 20:00
Venue: CCO2 2:	Venue: Security Villa Basketball Parks (Doha Jam Courts)



ASPIRE ZONE FOUNDATION SPONSORS QATAR'S CHARITY CYCLING TEAM

Aspire Zone Foundation (AZF) asserted its social responsibility role in the community through sponsoring Qatar's Charity Cycling Team "SANDSTORMERS", a cycling team that raised last year funds for "Baitak Baiti - Your Home is Mine", the charity project that is executed by Sheikh Eid Charitable Association. The sponsorship was announced in September. In a special occasion, Mr. Marouf T. Mahmoud, Team Captain

in Doha, delivered a memento to Mr. Nasser Abdullah Al-Hajri, AZF Corporate Communications Manager, in recognition of the Foundation's support for humanitarian projects.

Mr. Al-Hajri, commented on this occasion: "We are very pleased with such creative initiatives that combine sport and community work recreationally,

and ready to support these initiatives that aspire to achieve the same goals as ours." SANDSTORMERS started in 2012 and now represent Qatar in the Global Cycling Initiative (GCI).

The team raised more than 360 thousand QR in favor of the charity initiative; 200 thousand riyals of which were raised this sports season only.

ASPIRE ZONE MAKES A SPLASH WITH COMMUNITY RUNNING AND SWIMMING CLASSES

SWIMMING EXPERT ON HAND TO OFFER STRUCTURED TRIATHLON AND ENDURANCE ADVICE TO PARTICIPANTS

Hundreds of Doha residents kept fit this summer by participating in swimming and running sessions at Aspire Zone.



The 'Splash and Dash' program, which launched in June to coincide with Ramadan and the summer, proved popular with amateurs and experienced athletes alike. In the final weeks of the initiative, extra late-night classes were added to accommodate the overwhelming demand.

Open to residents of all ages and athletic abilities, the sessions offered participants the chance to exercise at their own pace inside Aspire Dome's Swimming Pool and Indoor Athletics Track. The sessions were also an opportunity to prepare for Aspire

Zone's upcoming Aquathon and Triathlon series. To cater for these participants, top South African open water swimmer Phillip Emslie attended some of the sessions to offer his advice.



NFL STAR HUSAIN ABDULLA SHARING EXPERIENCE WITH QATAR'S YOUTH IN ASPIRE

Qatar's young generation had the chance to learn American football skills from Kansas City Chiefs defensive back Husain Abdullah at Aspire Dome in July as part of the Ramadan Sports Festival. This year, the Festival included a flag football tournament, a variation of American Football that has newly

captured the attention of the local community in Qatar. Mr. Khalid Abdullah Al-Sulaitien, CEO of Aspire Zone Foundation said: "We always try to be a platform for different sports and introduce new ones to our community. American Football is one of

those games we are providing support to encourage and spread." Along the spirit of the festival, Abdullah, the American player stated: "Worshipping Allah always comes first for me." He continued: "I must find balance to make sure that my enjoyment of sport does not interfere with my worship of Allah".



FAMOUS BASKETBALL COACH SCARIOLO VISITS ASPIRE ACADEMY

The successful Italian basketball coach Sergio Scariolo, who had won gold with the Spanish men's national basketball team at both the FIBA EuroBasket 2009 and the FIBA EuroBasket 2011, was welcomed at Aspire Academy by Professor Valter Di Salvo, Director of Football Performance & Science in

September. Scariolo was given a guided tour around the Academy, and he commented on the world class facilities: "It is truly amazing. I have lived in many different countries, but I have never seen anything like here at Aspire Academy."

Upcoming Events



Aspire International 6:50 Race 31.10.2014 - Aspire Zone precinct

Aspire International 6:50 Race is a 50km Individual or Team Relay (5 persons) designed in Multi Lap format. Each lap is 5km in distance and the challenge is to complete 10 laps within six hours. The Aspire International 6:50 Race will incorporate the 50km World Trophy Final allowing entrants to run alongside the world's best long distance runners. The race will also feature the inaugural GCC 50km Championship.

Aquathon Series 14-15 25.10.14 / 08.11.14 / 17.01.15 / 24.04.15 - Aspire Zone precinct

The Aquathon series takes place every year at Aspire Zone and consists of four races spread across several months. Each race includes a swim in Aspire Dome and a run around the Zone. Entry is open for all ages and abilities, aged 8 years and over, with a range of categories, featuring varying distances.

The 27th IAU 100 km World Championships 21.11.2014 - Aspire Zone precinct

The IAU has awarded Aspire Zone hosting and organizing, for the first time in Qatar, the 27th IAU 100 km World Championships on the 21st November 2014. The IAU100 km World Championships have been held annually from 1987 at different countries. This year, the 27th consists of 5 km looped circuit comprising tarmac, tile and paved road within Aspire Zone precinct. The Championships also features the 100km MASTERS World Championships as well as the inaugural 100km GCC championships.

Standard Chartered 10K Race 13.12.2014 - Aspire Zone precinct

Standard Chartered 10K Race is a fun run consisting of three categories: 3K fun run, a 10K race and a Leaders' Race aimed at a select few senior leaders in the country. Alongside the promotion of health and community spirit, the race aims to fund raise for Seeing is Believing - a project that has changed the lives of millions of people across the Middle East, Africa and Asia through the funding of eye care medical services. These funds have helped reach over 28 million people in communities where eye care was once unaffordable or inaccessible.



QSL SET TO UTILIZE ASPIRE ZONE FOUNDATION'S LEADING-EDGE SPORTS MANAGEMENT SOFTWARE

'BRIDGE' IS A FORWARD-LOOKING SOLUTION TO SPORTING ORGANIZATIONS ACROSS QATAR

Aspire Zone Foundation (AZF) and Qatar Stars League (QSL) signed an agreement in August to enable QSL to utilize AZF's Qatar-developed event management system, 'Bridge', for its upcoming competitions. The signing ceremony was held at THE TORCH DOHA, and attended by Mr. Ali Mohamed Al Kubaisi, AZF Chief Corporate Services Officer, and Ahmed Mohamed Al Harbi, QSL Chief Officer of Competition and Football Development, along with officials from both parties.

the past and also has been working diligently towards promoting the online platform locally and internationally. Mr. Ali Al Kubaisi, Chief Corporate Services Officer at Aspire Zone Foundation, said: "We are delighted that through this partnership we are extending this proven technology platform to QSL for their use and we will share our experiences and learn from each other and continue to work together to enhance the capabilities for the benefit of both parties."

the system for the next three years." The Bridge system enables the staff to manage tournaments on a large scale and supports the management of five events concurrently. It is available for the fourteen clubs taking part in the championships of QSL: Qatar League and Qatar Cup. Al Harami stressed that the program will achieve a quantum leap for the institution and clubs alike.

Commenting on how easy the application is to use, Mr. Al Harami concluded: "The Bridge technology will allow QSL clubs to take advantage of the program to develop themselves, solve their own issues and find ways to deal with challenges. QSL will leave no stone unturned in making the most of innovations that will enrich Qatari football and develop our domestic football competitions."

In addition, as part of the collaboration, AZF will provide support for QSL's future competitions.

AZF has successfully implemented the system for its own events, and 'Bridge' has proven highly beneficial for ASPIRE4SPORT, and more recently, the international La Liga tournament.

The online platform 'Bridge' was designed and developed by AZF according to international standards and best practices. 'Bridge' provides a range of services for managing events, including accreditation, workforce management, transportation and other logistical support services. Additionally, 'Bridge' can be used for large scale sporting and non-sporting events, and is able to support multiple events simultaneously.

He continued: "Bridge caters to the needs of other non-sporting events and large scale conferences as well. We are pleased to offer the 'Bridge' for other interested entities in Qatar as well who wish to take advantage of this proven event management platform".

Praising AZF's new technology, Mr. Ahmad Al Harami, QSL Chief of Competition and Football Development, said: "AZF's development of the Bridge platform according to international standards has provided QSL with features that will really benefit the Qatari football. They captured the attention of QSL and led to this agreement. So, we look forward to making the most of

'Bridge' was developed by AZF as an IP owned by the state of Qatar. Aspire Zone has utilized this integrated suite of applications for a wide range of sporting and non-sporting events in



Aspire Academy Global Summit opened doors for cooperation between the academic sphere and clubs, with more than 50 clubs taking part in the event.



Speaking about players becoming coaches Gabriel Heinze said: "Just because you were a player doesn't make you a coach. You have to learn from experienced coaches, spend hours talking to people like Roberto Mancini and go to events like this."



ASPIRE ACADEMY GLOBAL SUMMIT SPECIAL



Sports legends, Gennaro Gattuso, Roberto Mancini, Gabriel Heinze, and Patrick Kluivert attending ASPIRE4SPORT 2014.



Gaizka Mendieta, former Spain international, commented on the announcement of The Legends World Cup – a charity competition: "It is a great opportunity for us players, but, of course, also for the fans."



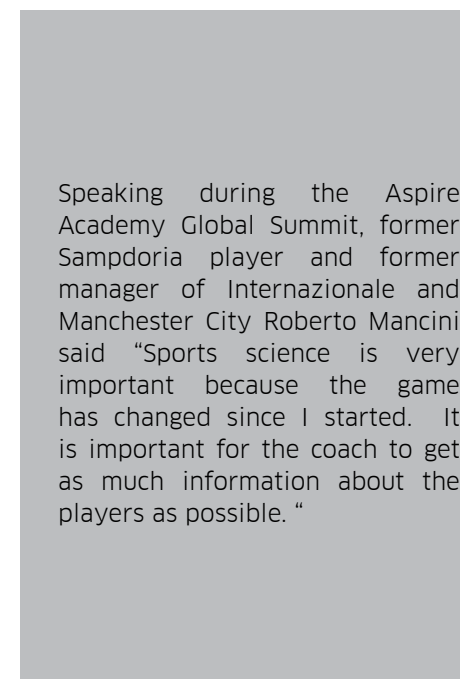
Ivan Bravo, Director General of Aspire Academy, welcoming representatives from clubs and federations that attended the Aspire Academy Global Summit.



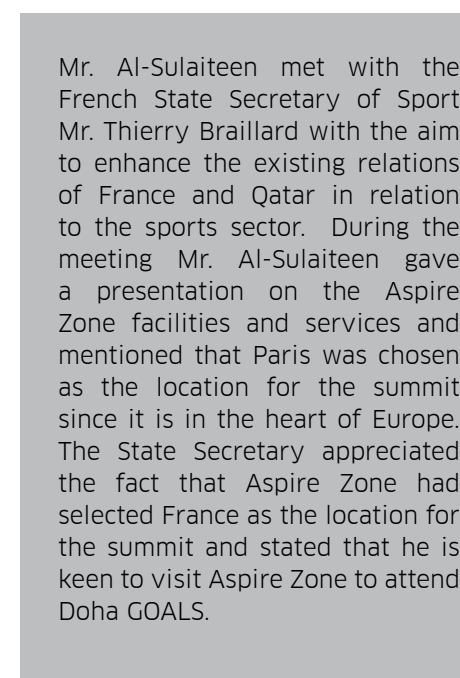
ASPIRE ACADEMY GLOBAL SUMMIT SPECIAL



The audience was also treated to a stars chat interview featuring the Dutch football legend Patrick Kluivert.



Speaking during the Aspire Academy Global Summit, former Sampdoria player and former manager of Internazionale and Manchester City Roberto Mancini said "Sports science is very important because the game has changed since I started. It is important for the coach to get as much information about the players as possible."



Mr. Al-Sulaiteen met with the French State Secretary of Sport Mr. Thierry Braillard with the aim to enhance the existing relations of France and Qatar in relation to the sports sector. During the meeting Mr. Al-Sulaiteen gave a presentation on the Aspire Zone facilities and services and mentioned that Paris was chosen as the location for the summit since it is in the heart of Europe. The State Secretary appreciated the fact that Aspire Zone had selected France as the location for the summit and stated that he is keen to visit Aspire Zone to attend Doha GOALS.





ASPIRE ACADEMY GLOBAL SUMMIT SPECIAL



Sports legends, Gennaro Gattuso, Roberto Mancini, Juan Sebastian Veron, Julio Velasco, Gabriel Heinze, Gaizka Mendietta, Louis Saha, Patrick Kluivert and Victoria Azarenka received souvenirs of the event.



Victoria Azarenka, professional tennis player from Belarus, said that sport science has a very important role, since it's important to have data you can rely on. "Numbers never lie and tell how you can improve, show you if you make progress. Especially on top level, the feedback from sport science can really make the difference."