

# Sports Boulevard Foundation Opens First Phase of Landmark Riyadh Project

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**The Sports Boulevard Foundation, under the chairmanship of HRH Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud, today announced the opening of the first phase of the transformative Sports Boulevard project in Riyadh. This milestone marks the completion of 83 km, representing 40% of the overall project, with five key destinations now open to the public.**

The newly accessible destinations include Wadi Hanifah, the Promenade, the Arts Tower intersection, the Princess Nourah bint Abdulrahman University internal loop, and the first phase of Sands Sports Park. These spaces offer diverse recreational and sports facilities, enhancing Riyadh's urban landscape and promoting a healthy lifestyle.

"This project signifies a major advancement in sports infrastructure, providing modern facilities that cater to community aspirations," stated HE Eng. Ibrahim Al Sultan, Chairman of the Executive Committee.

Wadi Hanifah, a 13.4 km stretch featuring pedestrian, cycling, and equestrian trails, connects to the Promenade via the iconic Cycling Bridge. The Promenade, a 4 km urban space designed with Salmani architectural principles, offers cycling paths, green spaces, and retail outlets. The Arts Tower, a 300-meter landmark, stands at the intersection of Prince Mohammed bin Salman bin Abdulaziz Road and Prince Turki bin Abdulaziz Al-Awwal Road. The Princess Nourah bint Abdulrahman University Loop provides a 20 km internal track with dedicated cycling and pedestrian paths. Sands Sports Park is a destination for professional and amateur cyclists and hikers, featuring the 45 km Najdi Flower cycling route.

This initiative aligns with Saudi Vision 2030, aiming to position Riyadh as one of the world's most livable cities. The project fosters physical, mental, and social well-being, encouraging a vibrant and active community.

Ongoing construction includes further project destinations, underpasses, and urban wadi developments, adhering to the approved project schedule. The opening of this first phase signifies a significant step in the Foundation's mission to create a sustainable urban renaissance in Riyadh.