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Designed to encourage physical activity, mental engagement and joyful experiences, Qiddiya City | مدينة القدية is creating environments that support healthier, happier and more active lifestyles, in line with Saudi Vision 2030.
[#InvestedInBetter](#) [#ImpactThatCounts](#)

Learn more: <https://www.pif.gov.sa/en/>

 **PIF**
Public Investment Fund of Saudi Arabia

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IMPACT THAT COUNTS

Qiddiya City Promotes Well-Being, Fun and Active Lifestyles

Enhancing quality of life through movement, play and entertainment.

Active Living by Design
Encouraging physical activity as part of everyday life.

Joyful Experiences
Sports, play and entertainment designed for all ages.

Mental Engagement
Experiences that stimulate creativity, focus and enjoyment.

Everyday Well-Being
Spaces where health, happiness and connection come together.



6xFlags
Qiddiya City مدينة القدية

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