

---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:26 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED], hope you are well.

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Best,

[REDACTED]

[REDACTED]  
Associate Vice President

[REDACTED]



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---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:21 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

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Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:23 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

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Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:28 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

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Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED]

**Sent:** Tuesday, August 5, 2025 4:18 PM

**To:** [REDACTED]  
[REDACTED]

**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's Public Investment Fund (PIF) and Golf Saudi regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

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Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:33 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, using advanced interactive golf playing simulators. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including imagery) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

**We also have a video preview of the courses that we're looking to share with one publication – I'd like to offer it to you, [REDACTED] first as an exclusive asset, if you're interested in viewing. I thought it complements your robust coverage of course architecture nicely.**

Please let me know what you think.

Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:35 PM  
**To:** [REDACTED] >  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, using advanced interactive golf playing simulators. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

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Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:36 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, using advanced interactive golf playing simulators. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Best,

[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED] >  
**Sent:** Tuesday, August 5, 2025 4:58 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Completely understand your initial reservations, [REDACTED]. Thank you for the quick reply and candor.

Please find more details embedded below. Should you determine this isn't a fit, any rationale/feedback you can share would be incredibly valuable for us.

Happy to answer any questions you may have after reading and viewing the assets.

[REDACTED]  
Senior Vice President

[REDACTED]

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## **PIF AND GOLF SAUDI LAUNCH “PIF FUTURE FAIRWAYS”, BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA**

*6 August 2025, London, United Kingdom*

### **WHAT:**

- PIF and Golf Saudi today announced the launch of “PIF Future Fairways”, a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.
- A pioneering platform blending immersive technology with visionary urban development, “PIF Future Fairways” brings the future of golf to life, a showcase of the innovation reimagining the future of the game and growth of the golf ecosystem in Saudi Arabia. This kicks off with this weekend's [PIF London Championship](#), which features the best women's golfers and an elevated prize fund of \$2 million.

- The visionary courses will be located in the Red Sea (**Shura Links** – Shura Island and **Laheq Golf Course** – Red Sea Coast) and NEOM (**Trojena Northern Golf Course** – NEOM Highlands), and are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination.
- Saudi Arabia is slated to more than triple the number of golf courses by 2030 and through their partnership, PIF and Golf Saudi are shaping golf’s next era in the country with ‘PIF Future Fairways’, a preview of the iconic courses of tomorrow redefining how golf is imagined, experienced and shared.
- “PIF Future Fairways” will be available to golf fans and enthusiasts at all PIF Global Series tournaments for 2025 and into the 2026 international season:
  - PIF Championship: Centurion Club, London (August 8-10, 2025)
  - Aramco Houston Championship: Golfcrest Country Club, Houston (September 5-7, 2025)
  - Aramco Shenzhen Championship: Mission Hills, Shenzhen, China (November 6-8, 2025)

**ASSETS:**

- Course factsheets (information [here](#))
- Course renders (library [here](#))
- Golf Saudi ambassador bios:
  - [Carlota Ciganda](#)
  - [Marianne Skarpnord](#)

+++

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---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:43 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],  
Thank you for reaching out. From a high-level perspective, this likely isn’t a fit for our news wire but we’re happy to review the details under embargo if you would like to share them.

Best,

[REDACTED]  
[REDACTED]

[REDACTED]

---

**From:** [REDACTED]

**Sent:** Tuesday, August 5, 2025 1:21 PM

**To:** [REDACTED] >

**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 5:54 PM  
**To:** [REDACTED]  
**Subject:** RE: Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Thanks, [REDACTED]! Embedding more details below... appreciate you sharing with the social team. As a reminder, the embargo lifts tomorrow at 8am ET.

I still love the Alonso idea, I'll let you know.

Best,

[REDACTED]

+++

## **PIF AND GOLF SAUDI LAUNCH “PIF FUTURE FAIRWAYS”, BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA**

*6 August 2025, London, United Kingdom*

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- The visionary courses will be located in the Red Sea (**Shura Links** – Shura Island and **Laheq Golf**

**Course** – Red Sea Coast) and NEOM (**Trojena Northern Golf Course** – NEOM Highlands), and are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination.

- Saudi Arabia is slated to more than triple the number of golf courses by 2030 and through their partnership, PIF and Golf Saudi are shaping golf’s next era in the country with ‘PIF Future Fairways’, a preview of the iconic courses of tomorrow redefining how golf is imagined, experienced and shared.
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**ASSETS:**

- Course factsheets (information [here](#))
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- Golf Saudi ambassador bios:
  - [Carlota Ciganda](#)
  - [Marianne Skarpnord](#)

+++

[REDACTED]  
Associate Vice President

[REDACTED]



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---

**From:** [REDACTED] >  
**Sent:** Tuesday, August 5, 2025 5:34 PM  
**To:** [REDACTED]  
**Subject:** Re: Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

What’s up, [REDACTED]? Can definitely forward this to social team.

Are you guys doing anything in the end with [REDACTED]?

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

On Tue, Aug 5, 2025 at 4:26 PM [REDACTED] wrote:

Hi [REDACTED], hope you are well.

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Best,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]



prosek

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---

**From:** [REDACTED]  
**Sent:** Wednesday, August 6, 2025 8:13 AM  
**To:** [REDACTED]  
**Subject:** PIF and Golf Saudi Launch "PIF Future Fairways" Providing a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED] - hope you are well.

First of all, I really enjoyed the recent "[REDACTED]" episode on [REDACTED] - my "home" course here in West Palm Beach.

I'm reaching out today on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that just went live, unveiling "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Embedding more details below.

Please let me know if you are interested in any more information that would be needed for coverage.

Best,

[REDACTED]

+++

**PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA**

6 August 2025, London, United Kingdom


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- Golf Saudi ambassador bios:
  - [Carlota Ciganda](#)
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+++

  
Associate Vice President



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---

**From:** [REDACTED]

**Sent:** Wednesday, August 6, 2025 8:47 AM

**To:** [REDACTED]

**Subject:** PIF and Golf Saudi Launch "PIF Future Fairways" Providing a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED],

I'm reaching out today on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that just went live, unveiling "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Embedding more details below.

Please let me know if you are interested in any more information that would be needed for coverage.

Best,

[REDACTED]

+++

## **PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA**

*6 August 2025, London, United Kingdom*

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- Course renders (library [here](#))
- Golf Saudi ambassador bios:
  - [Carlota Ciganda](#)
  - [Marianne Skarpnord](#)

[REDACTED]  
Account Supervisor

[REDACTED]



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---

**From:** [REDACTED]

**Sent:** Wednesday, August 6, 2025 8:49 AM

**To:** [REDACTED]

**Subject:** PIF and Golf Saudi Launch "PIF Future Fairways" Providing a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED],

I'm reaching out today on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that just went live, unveiling "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Embedding more details below.

Please let me know if you are interested in any more information that would be needed for coverage.

Best,

[REDACTED]

+++

**PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA**

*6 August 2025, London, United Kingdom*

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- Golf Saudi ambassador bios:
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[REDACTED]  
Account Supervisor

[REDACTED]



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**From:** [REDACTED]

**Sent:** Wednesday, August 6, 2025 8:50 AM

**To:** [REDACTED]

**Subject:** PIF and Golf Saudi Launch "PIF Future Fairways" Providing a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED],

I'm reaching out today on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that just went live, unveiling "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

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[REDACTED]

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*6 August 2025, London, United Kingdom*

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[REDACTED]  
Account Supervisor

[REDACTED]



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**From:** [REDACTED]

**Sent:** Wednesday, August 6, 2025 8:51 AM

**To:** [REDACTED]

**Subject:** PIF and Golf Saudi Launch "PIF Future Fairways" Providing a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED],

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Embedding more details below.

Please let me know if you are interested in any more information that would be needed for coverage.

Best,

[REDACTED]

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## **PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA**

*6 August 2025, London, United Kingdom*

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[REDACTED]  
Account Supervisor

[REDACTED]



PRovoke Media's 2023 Global Financial Agency of the Year

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**From:** [REDACTED]

**Sent:** Wednesday, August 6, 2025 8:51 AM

**To:** [REDACTED]

**Subject:** PIF and Golf Saudi Launch "PIF Future Fairways" Providing a First Look at the Future of Golf in Saudi Arabia

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**From:** [REDACTED]  
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**Subject:** Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

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[REDACTED]  
Senior Vice President

[REDACTED]

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**To:** [REDACTED]  
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**Attachments:** [image001.png](#)  
[image002.png](#)

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**MEDIA ADVISORY**

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Public Investment Fund - Wikipedia



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- Aramco Shenzhen Championship: Mission Hills, Shenzhen, China (November 6-8, 2025)

**ASSETS:**

- Course factsheets (information [here](#))
- Course renders (library [here](#))
- Golf Saudi ambassador bios:
  - [Carlota Ciganda](#)
  - [Marianne Skarpnord](#)

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[REDACTED]  
Associate Vice President

[REDACTED]



**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: EMBARGOED UNTIL 1PM BST (6 AUGUST) - PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Hi [REDACTED],

Embargo has now lifted, but let me know if you need anything!

[REDACTED]

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**From:** [REDACTED]  
**Sent:** 06 August 2025 09:01  
**To:** [REDACTED]  
**Subject:** EMBARGOED UNTIL 1PM BST (6 AUGUST) - PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

Hi [REDACTED],

It was fantastic to see you last night, and I hope you had a great time with the golfers on the sim, as well as meeting with PIF / Golf Saudi stakeholders.

As mentioned, please see below the media advisory, with more information on PIF Future Fairways, the courses, and details on the ambassadors.

Please note, this advisory is **embargoed until 1pm BST, so please do not publish before this time.**

Please let me know if you have any questions or I can help further.

[REDACTED]

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Public Investment Fund - Wikipedia



#### **MEDIA ADVISORY**

**EMBARGOED UNTIL 1PM BST (6 AUGUST) - PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA**

**WHAT:** A pioneering platform blending immersive technology with visionary urban development, "PIF Future Fairways" brings the future of golf to life, a showcase of the innovation reimagining the future of the game and growth of the golf ecosystem in Saudi Arabia.

**WHEN:** 6 August 2025

**WHERE:** London, United Kingdom

**WHO:** PIF and Golf Saudi

**BACKGROUND CONTEXT:** PIF and Golf Saudi today announced the launch of “PIF Future Fairways”, a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.

The visionary courses will be located in the Red Sea (Shura Links – Shura Island and Laheq Golf Course – Red Sea Coast) and NEOM (Trojena Northern Golf Course – NEOM Highlands), and are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination.

Saudi Arabia is slated to more than triple the number of golf courses by 2030 and through their partnership, PIF and Golf Saudi are shaping golf’s next era in the country with ‘PIF Future Fairways’, a preview of the iconic courses of tomorrow redefining how golf is imagined, experienced and shared.

“PIF Future Fairways” will be available to golf fans and enthusiasts at all PIF Global Series tournaments for 2025 and into the 2026 international season:

- PIF Championship: Centurion Club, London (August 8-10, 2025)
- Aramco Houston Championship: Golfcrest Country Club, Houston (September 5-7, 2025)
- Aramco Shenzhen Championship: Mission Hills, Shenzhen, China (November 6-8, 2025)

**ASSETS:**

- Course factsheets (information [here](#))
- Course renders (library [here](#))
- Golf Saudi ambassador bios:
  - [Carlota Ciganda](#)
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[REDACTED]  
Associate Vice President

[REDACTED]



**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

---

Good morning [REDACTED],

Reaching out to share today's golf-themed announcement from the [Public Investment Fund](#) (PIF) and [Golf Saudi](#) re. the unveiling of "PIF Future Fairways".

- "PIF Future Fairways" is a globally travelling showcase. Using advanced 3D mapping and golf simulator technology, it will preview three flagship golf courses under development in Saudi Arabia – each with distinct, stunning features – that will grow the golf ecosystem in Saudi Arabia and augment its tourism growth strategy.
- The showcase kicks off at this weekend's [PIF London Championship](#), which features the best women's golfers and an elevated prize fund of \$2 million for competitors, sponsored by PIF.
- The three visionary courses are **Shura Links** (Shura Island), **Laheq Golf Course** (Red Sea Coast), and **Trojena Northern Golf Course** (NEOM Highlands). They are part of PIF's giga-projects, designed to position Saudi Arabia as a world-class golf destination. Saudi Arabia aims to triple its current number of golf courses by 2030.
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**Course Factsheets & Imagery:**

- Factsheets for Shura Links, Laheq Golf Course, and Trojena Northern Golf Course (information [here](#))
- Imagery / renderings for each of the courses (library [here](#))
- Golf Saudi ambassador bios: [Carlota Ciganda](#) and [Marianne Skarpnord](#)

Happy to answer any questions you may have after reading and viewing the assets.

[REDACTED]  
Senior Vice President

[REDACTED]

+++

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*information is available at the Department of Justice, Washington, DC.*

---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:35 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, using advanced interactive golf playing simulators. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

---

Good morning all,

Reaching out to share today's golf-themed announcement from the [Public Investment Fund](#) (PIF) and [Golf Saudi](#) re. the unveiling of "PIF Future Fairways".

**As mentioned further below, there is also a video preview of the course architectures we'd like to offer to Golf Digest as an exclusive. Please let me know if you would like to review it for consideration.**

- "PIF Future Fairways" is a globally travelling showcase. Using advanced 3D mapping and golf simulator technology, it will preview three flagship golf courses under development in Saudi Arabia – each with distinct, stunning features – that will grow the golf ecosystem in Saudi Arabia and augment its tourism growth strategy.
- The showcase kicks off at this weekend's [PIF London Championship](#), which features the best women's golfers and an elevated prize fund of \$2 million for competitors, sponsored by PIF.
- The three visionary courses are **Shura Links** (Shura Island), **Laheq Golf Course** (Red Sea Coast), and **Trojena Northern Golf Course** (NEOM Highlands). They are part of PIF's giga-projects, designed to position Saudi Arabia as a world-class golf destination. Saudi Arabia aims to triple its current number of golf courses by 2030.
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**Course Factsheets & Imagery:**

- Factsheets for Shura Links, Laheq Golf Course, and Trojena Northern Golf Course (information [here](#))
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Happy to answer any questions you may have after reading and viewing the assets.

[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:33 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED]

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, using advanced interactive golf playing simulators. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including imagery) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

**We also have a video preview of the courses that we're looking to share with one publication – I'd like to offer it to [REDACTED] first as an exclusive asset, if you're interested in viewing. I thought it complements your robust coverage of course architecture nicely.**

Please let me know what you think.

Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

---

Good morning [REDACTED],

Reaching out to share today's golf-themed announcement from the [Public Investment Fund](#) (PIF) and [Golf Saudi](#) re. the unveiling of "PIF Future Fairways".

- "PIF Future Fairways" is a globally travelling showcase. Using advanced 3D mapping and golf simulator technology, it will preview three flagship golf courses under development in Saudi Arabia – each with distinct, stunning features – that will grow the golf ecosystem in Saudi Arabia and augment its tourism growth strategy.
- The showcase kicks off at this weekend's [PIF London Championship](#), which features the best women's golfers and an elevated prize fund of \$2 million for competitors, sponsored by PIF.
- The three visionary courses are **Shura Links** (Shura Island), **Laheq Golf Course** (Red Sea Coast), and **Trojena Northern Golf Course** (NEOM Highlands). They are part of PIF's giga-projects, designed to position Saudi Arabia as a world-class golf destination. Saudi Arabia aims to triple its current number of golf courses by 2030.
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Happy to answer any questions you may have after reading and viewing the assets.

[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:28 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, using advanced interactive golf playing simulators. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

---

Good morning [REDACTED]

Reaching out to share today's golf-themed announcement from the Saudi Arabia [Public Investment Fund](#) (PIF) and [Golf Saudi](#) re. the unveiling of "PIF Future Fairways".

- "PIF Future Fairways" is a globally travelling showcase. Using advanced 3D mapping and golf simulator technology, it will preview three flagship golf courses under development in Saudi Arabia – each with distinct, stunning features – that will grow the golf ecosystem in Saudi Arabia and augment its tourism growth strategy.
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[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:23 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

---

Good morning both,

Simply sharing today's golf-themed announcement from the Saudi Arabia [Public Investment Fund](#) (PIF) and [Golf Saudi](#) re. the unveiling of "PIF Future Fairways".

- "PIF Future Fairways" is a globally travelling showcase. Using advanced 3D mapping and golf simulator technology, it will preview three flagship golf courses under development in Saudi Arabia – each with distinct, stunning features – that will grow the golf ecosystem in Saudi Arabia and augment its tourism growth strategy.
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[REDACTED]  
Senior Vice President

[REDACTED]

+++

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---

**From:** [REDACTED]

**Sent:** Tuesday, August 5, 2025 4:18 PM

**To:** [REDACTED]

[REDACTED]

**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's Public Investment Fund (PIF) and Golf Saudi regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

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Many thanks,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

---

Thanks for providing the feedback [REDACTED], greatly appreciated – that makes perfect sense.

[REDACTED]  
Senior Vice President

[REDACTED]

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---

**From:** [REDACTED]  
**Sent:** Wednesday, August 6, 2025 9:27 AM  
**To:** [REDACTED]  
**Subject:** RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Hey [REDACTED],

Appreciate the pitch. We're going to pass on this one but thank you for flagging.

We're knee deep in all the [REDACTED] news today!

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 6, 2025 9:20 AM  
**To:** [REDACTED]  
**Subject:** [EXTERNAL] RE: Introducing "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

Good morning both,

Simply sharing today's golf-themed announcement from the Saudi Arabia [Public Investment Fund](#) (PIF) and [Golf Saudi](#) re. the unveiling of "PIF Future Fairways".

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- The showcase kicks off at this weekend's [PIF London Championship](#), which features the best

women's golfers and an elevated prize fund of \$2 million for competitors, sponsored by PIF.

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Happy to answer any questions you may have after reading and viewing the assets.

[REDACTED]  
Senior Vice President

[REDACTED]

+++

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---

**From:** Aidan O'Connor

**Sent:** Tuesday, August 5, 2025 4:18 PM

**To:** [REDACTED]

**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED]

I'm reaching out on behalf of Saudi Arabia's Public Investment Fund (PIF) and Golf Saudi regarding an announcement that will go live tomorrow at 8am ET.

It concerns the unveiling of "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the

Kingdom.

Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Many thanks,

  
Senior Vice President



*This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.*

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: PIF Unveils "PIF Future Fairways" - An Interactive Preview of Saudi Arabia's Next-Gen Golf Courses

---

Good morning [REDACTED],

Reaching out to share today's golf-themed announcement from the [Public Investment Fund](#) (PIF) and [Golf Saudi](#) re. the unveiling of "PIF Future Fairways".

- "PIF Future Fairways" is a globally travelling showcase. Using advanced 3D mapping and golf simulator technology, it will preview three flagship golf courses under development in Saudi Arabia – each with distinct, stunning features – that will grow the golf ecosystem in Saudi Arabia and augment its tourism growth strategy.
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Happy to answer any questions you may have after reading and viewing the assets.

[REDACTED]  
Senior Vice President

[REDACTED]

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*information is available at the Department of Justice, Washington, DC.*

---

**From:** [REDACTED]  
**Sent:** Tuesday, August 5, 2025 4:36 PM  
**To:** [REDACTED]  
**Subject:** Embargo on PIF/Saudi Arabia Golf Tourism Announcement?

Hi [REDACTED],

I'm reaching out on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that will go live tomorrow at 8am ET.

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Can I send you more details (including visual assets) under embargo until tomorrow at 8am ET, to see if you might be interested in covering the news?

Best,

[REDACTED]  
Senior Vice President

[REDACTED]

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