Press Release
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**MO FARAH BRINGS DUBAI TO LIFE USING 360-DEGREE TECHNOLOGY**

*Join the gold medal-winning Olympian on his run across Dubai*

On 15 February people across the world will be given the opportunity to go on a 360-degree virtual running tour of Dubai, with the world’s greatest distance athlete, Mo Farah, as their tour guide.

Using the latest 360-degree Nokia OZO camera, viewers will be able to not only get up close and personal with Sir Mo Farah and his inspiring athletic ability, but also experience Dubai via immersive technology, which allows the spectator to view the city’s diverse landscapes.

Mo’s run begins in the majestic Dubai desert, whose rippling dunes surround the city. Swapping sand for tarmac, viewers will be taken on a trip through Downtown Dubai, witnessing The Dubai Fountain – the world’s largest choreographed fountain, whose jets of water reach up to 140 metres high – and the striking architecture of the Burj Khalifa, the world’s tallest structure at a staggering 829.8 metres tall. From there, the tour continues along Dubai’s beautiful coastline, passing some of the city’s favourite beaches, before finally taking in the sunset in front of the iconic Burj Al Arab – often billed the most luxurious hotel in the world.

Throughout the run, set against the backdrop of the city’s many famous landmarks, Mo gives viewers an insight into his training life, offering inspirational words and disclosing what really motivates and drives him.

Mo Farah comments: “Dubai is a city like nowhere else in the world. I have visited a number of times and I am always blown away by the architecture, the culture and the experience. It’s been great to be involved in something that manages to really highlight everything Dubai is about, and showcases the city to those who haven’t yet been here. I can’t wait to visit again, although perhaps with a bit less running!”

Issam Kazim, CEO of Dubai Corporation for Tourism and Commerce Marketing, says: “Dubai is an iconic city with diverse attributes and clear aspirations, so it is fantastic to welcome a highly respected world-class athlete like Mo Farah to tell our story in such a unique way. The 360-degree technology really showcases the city’s offering through Mo’s eyes and experiences, taking viewers as close to the actual journey as possible.”

Please visit the Youtube link to view the video: <https://youtu.be/-Vo20RlLX8M>

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**NOTES TO EDITORS**

About Dubai

Dubai is one of the world’s most exhilarating destinations: a glittering city that offers swathes of golden beaches and world-class shopping, dining and nightlife. It hosts electrifying events and sporting championships, and for all the family, is one big, adventurous playground. A place where tradition meets ambition, where the past meets the future, the visionary city is also proud to display its rich heritage and culture. Welcome to Arabia and welcome to the destination that has made it its mission to become “the world’s most visited city”.

Extraordinary images of Dubai’s skyline have been seen around the world, but this is a city that must be experienced to be believed. Where else can you spend the morning on the beach, the afternoon snow skiing and the evening camel riding in the desert? Where else can you dive with sharks in a shopping mall and watch dancing fountains at the base of the world’s tallest tower? Whatever your passion, whatever your age – Dubai will never disappoint. And with many more hotels and attractions in the pipeline, no-one can ever truly say they’ve ticked off Dubai. With changes constantly afoot, Dubai is a city that can be visited year after year, after year.

About Mo

Sir Mo Farah is a multiple Olympic, World and European champion – the UK's greatest ever track athlete. Mo recently became the first athlete to win three long-distance doubles at successive World Championship and Olympic Games – and then securing his place in the history books by winning a fourth double gold in Rio 2016. To round off an incredible year, Mo was knighted in the Queen’s New Year Honours list for his services to athletics.

Mo is a dedicated family man who lives and trains in Portland, Oregon (USA) with his wife Tania and their four children: Rhianna, Aisha, Amani and Hussein. He famously dedicated each of his four Olympic gold medals to each of his kids.