

Years of Culture Initiative Announces Second CultuRide Cycling Tour Across Morocco

DOHA, Qatar, 2 November 2024 – [The Years of Culture \(YoC\)](#) initiative has once again teamed up with Qatari entrepreneur and athlete Ali bin Towar Al Kuwari to launch CultuRide: Morocco, a cycling tour dedicated to cultural exchange and exploration. Taking place from November 15–23, the tour will bring together professional athletes and cycling enthusiasts on a journey across Morocco to explore historical sites and the country's dazzling heritage.

Mohammed Saad Al Rumaihi, Chief Executive Officer of Qatar Museums, said "This year, through our partnership with Morocco for the Qatar-Morocco 2024 Year of Culture, we celebrate Morocco's rich and ancient heritage and our shared vision for the future. Cultural exchange brings invaluable benefits to both our countries. The CultuRide tour across Morocco is not just a cycling trip — it's an immersive experience, inviting us to connect deeply with the magic of Moroccan cities, villages, and, most importantly, its people. My greatest hope is that each participant takes away meaningful lessons along the way, helping to bring our people closer together."

As the official Ambassador of the tour, Ali bin Towar Al Kuwari will represent Qatar, using sport as a bridge to bring about mutual appreciation and encourage international communities to connect in cultural discovery.

"Through CultuRide, we aspire to demonstrate how sport and culture can serve as powerful links connecting communities," said Al Kuwari. "It's a privilege to represent Qatar and to immerse ourselves in the rich heritage of Morocco alongside our fellow riders. Last year, CultuRide sparked lasting friendships with participants from Indonesia, and we are eager to build similar bonds with our Moroccan counterparts this time."

Beginning in Casablanca, the tour will feature 28 Qatari riders covering an impressive 600 kilometers, with stops in iconic cities such as Marrakesh and Tangier, as well as traditional Berber villages in the Atlas Mountains. Each destination will highlight Morocco's history, art, and traditions, encapsulating the mission of the Year of Culture initiative to promote cross-cultural understanding through shared experiences.

Beyond its athletic challenge, the event offers a unique opportunity for participants to immerse themselves in Morocco's living history, experiencing the richness of Moroccan heritage firsthand through workshops and personal connections with the people of Morocco. Moroccan cyclists will join the CultuRide tour at various points along the journey, sharing their personal experiences and perspectives on the friendly cycling tour.

This cycling tour is a key event in the YoC initiative's Qatar-Morocco 2024 celebration, strengthening bonds through sport and cultural exchange, underlining the enduring connection between Qatar and Morocco.

About Years of Culture

The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. Though formal programming spans one year, the lasting impact continues through legacy projects.

The Qatar-Morocco 2024 Year of Culture is developed in collaboration with leading organizations in Qatar with counterparts in Morocco and with assistance from the Moroccan Ministry of Youth, Culture, and Communication, Qatar's Embassy in Morocco, and the Embassy of the Kingdom of Morocco in Qatar.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, and Qatar-Indonesia 2023.

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