**Celebrate National Sport Day with Healthy Options at 3-2-1 Qatar Olympic and Sports Museum**

*Get into Sports and Well-being at QOSM*

**Doha, 12 February 2023 –** Make National Sport Day worthwhile with healthy options and wholesome activities at the 3-2-1 Qatar Olympic and Sports Museum (QOSM).

Catch the “World of Football” Exhibition and relive the FIFA World Cup moments from the first FIFA World Cup matches in Uruguay in 1930 to the momentous final at Lusail Stadium on 18 December 2022. The exhibition is supported by FIFA Museum, Supreme Committee for Delivery & Legacy, National Football Museum (UK), Musée National du Sport (France), and Qatar Football Association.

Explore the galleries that reveal the cultural impact of sports through multiple perspectives: the history and contemporary significance of the Olympic Games, the inspiring journeys of global sports heroes, and the development of sports in Qatar. Interactive experiences in the Activation Zone promote healthy and active lifestyles.

Museum visitors can find tokens and souvenirs from the Gift Shop which features exclusive sports-inspired gifts for all ages, designed to promote a healthy and active lifestyle as well as gift items inspired by the exhibition and galleries. These gift items can also be found at <https://inq-online.com/>

3-2-1 QOSM also offers diners who seek the ultimate fusion of the healthy and the gourmet through its restaurant Naua, which is located on the 8th floor. Created by Michelin-starred Chef Tom Aikens and operated by the JW Marriott Marquis City Center Doha, Naua’s menu offers refined dishes made from high-quality, seasonal ingredients for the health-conscious.

Meanwhile, conveniently located on the 3rd floor is 3-2-1 Cafe, another creation of Tom Aikens, which puts a focus on nutritious food and drink options. It boasts healthy and delicious menu choices that complement an active lifestyle and an extensive on-the-go menu catering to families with its children’s menu.

3-2-1 QOSM will be open from 1:00 p.m. – 7:00 p.m. on Tuesday, 14 February 2023.

**-ENDS-**

**About IN-Q ENTERPRISES**

IN-Q Enterprises WLL (IN-Q) is the commercial arm and a wholly owned subsidiary of Qatar Museums (QM), trading primarily in the retail and food & beverage/hospitality sectors.

Since our establishment in 2015, IN-Q has created a reputation for quality, exclusivity, authenticity, and creativity in everything that we do – themes inspired by the mission of QM.

IN-Q is a key stakeholder behind QM's delivery of its commitment to instigate Qatar’s future generation of arts, heritage, and museum professionals by nurturing creative talent and creating commercial opportunities for young artists, designers and entrepreneurs.

We engage QM's audiences through merchandise, publications and our e-shop, and provide authentic food & beverage and retail experiences through diverse operations, which include:

* F&B
* IDAM by Alain Ducasse at the Museum of Islamic Art (MIA)
* MIA Café, MIA Park café, kiosks and food trucks
* Jiwan Restaurant at the National Museum of Qatar (NMoQ)
* Café 875 and other kiosks at NMoQ
* Desert Rose Café at NMoQ
* Café #999 at the Fire Station
* Naua and 3-2-1 Café at 3-2-1 Qatar Olympic and Sports Museum (QOSM)
* Mathaf Café at Mathaf: Arab Museum of Modern Art
* Profiles Café at M7
* Ralph’s Coffee at Place Vendome
* RETAIL
* MIA Gift Shop
* NMoQ Gift shop
* 3-2-1 QOSM Gift Shop
* Mathaf Gift Shop
* Cass Art Qatar Shop
* Exhibitions’ pop up stores at M7, Fire Station and QM Galleries
* QM and 3-2-1 QOSM kiosks at Doha Festival City (DFC) and MIA park
* IN-Q Online
* Cass Art Qatar Online (Coming Soon)

We also deliver innovative catering experiences through IN-Q Catering and facilitate venue hire for events hosted at the museums and heritage sites in the following locations:

* MIA
* NMoQ
* 3-2-1 QOSM
* M7
* Fire Station
* Mathaf
* Al Zubarah Fort
* Barzan Towers
* QM Gallery - Katara

IN-Q provides manpower services under its Manpower Contracting function to its primary client and parent organisation, QM.

**About Qatar Museums**

Qatar Museums (QM), the nation's preeminent institution for art and culture, provides authentic and inspiring cultural experiences through a growing network of museums, heritage sites, festivals, public art installations, and programmes. QM preserves, restores, and expands the nation's cultural offerings and historical sites, sharing art and culture from Qatar, the Middle East, North Africa, and South Asia (MENASA) region with the world and enriching the lives of citizens, residents, and visitors.

Under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM has made Qatar a vibrant centre for the arts, culture, and education in the Middle East and beyond. QM is integral to the goal of developing an innovative, diverse, and progressive nation, bringing people together to ignite new thinking, spark critical cultural conversations, educate and encourage environmental stewardship and sustainable practices, and amplify the voices of Qatar's people. Since its founding in 2005, QM has overseen the Museum of Islamic Art and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar, QM Gallery Al Riwaq, QM Gallery Katara, 3-2-1 Qatar Olympic and Sports Museum, and Dadu, Children's Museum of Qatar.

Through its newly created Creative Hub, QM also initiates and supports projects—such as the Fire Station Artist in Residence, the Tasweer Qatar Photo Festival and the creative hub for innovation, fashion and design M7—that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure.

Animating everything that Qatar Museums does is an authentic connection to Qatar and its heritage, a steadfast commitment to inclusivity and accessibility, and a belief in creating value through invention.

**Press contact:**

Maria Luisa L. Bernabe

Marketing & Communication

IN-Q Enterprises WLL

+974 4452 5335

mbernabe@qm.org.qa