

Dugong Family and Qatar Cricket Association Sign Strategic Partnership at Qatar Olympic Committee



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“IP Character “Oscar” to Serve as Cricket Ambassador Inside Dugong Adventure Theme Park”

Doha – Qatar, January 14, 2026 – Today, Dugong Family, Qatar’s original IP brand, and the Qatar Cricket Association officially signed a strategic partnership agreement at the Qatar Olympic Committee, marking a new milestone in promoting youth sports development and family-oriented sports culture in Qatar.

Under the agreement, Dugong Family’s flagship IP character “Oscar” has been appointed as the Ambassador of the Qatar Cricket Association, with Dugong Adventure Theme Park serving as the core platform for implementation. Oscar will play a long-term role inside the park through cricket-themed interactive experiences, immersive games, and family activities, allowing children and families to discover cricket in a fun and engaging way.

His Excellency Sheikh Abdulaziz, Chairman of the Qatar Cricket Association, said:

“We strongly believe that investing in youth engagement is fundamental to building a sustainable sporting ecosystem in Qatar. This strategic partnership with Dugong Adventure represents an innovative platform for introducing cricket to young generations through immersive, educational experiences. We are pleased to see Oscar become a bridge that connects families with the values of sport, teamwork, and healthy lifestyles, supporting the long-term development objectives of the Qatar Cricket Association and Qatar National Vision 2030.”

Ms. Vivian Chen, Chairwoman of Dugong Adventure, commented:

“Dugong Family was created with a simple mission: to inspire children and families through education, sports, and meaningful experiences. This partnership is not just the launch of a project, but the beginning of a long-term journey. We are honored to work together with the Qatar Olympic Committee and Qatar Cricket Association to build Dugong Adventure into a destination that truly combines entertainment, education, and the spirit of sport.”

According to the cooperation plan, Oscar and other Dugong Family characters will be systematically integrated into key zones and permanent interactive attractions within Dugong Adventure, positioning the park as a long-term youth and family outreach platform for the Qatar Cricket Association and creating an immersive environment that combines entertainment, education, and sports promotion.

This partnership also reflects Dugong Adventure’s commitment to contributing to the Qatar National Vision 2030, particularly in the areas of youth development, healthy lifestyles, and family and community well-being.