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Press Release

FIVE FREE THEMED FITNESS VILLAGES ACROSS MAJOR COMMUNITIES IN DUBAI DELIVER FITNESS TO ALL RESIDENTS DURING DUBAI FITNESS CHALLENGE

- Operating for 26 full days from 28 October to 22 November, DFC brings five FREE themed Fitness Villages at Kite Beach, Palm Jumeirah, Dubai International Financial Centre, JLT and Al Khawaneej to make it accessible for communities to stay active
- Highlights include the 2km National Obstacle Course at Kite Beach, Palm Jumeirah Glow Run at Palm Jumeirah, high tech fitness and golf simulators at DIFC, an assault course and a great range of family friendly sports at DMCC Park, and free bike hire for cycling and running tracks as well as ladies-only gym at Al Khawaneej
- Targeting one million participants to engage in 30 minutes daily activity for 30 days, DFC's Fitness Villages embrace inclusivity offering diversity of sports and fitness routines for all ages, abilities and skill level

Dubai, United Arab Emirates, 4 November 2018: Dubai Fitness Challenge (DFC) launched five themed fitness villages on 28 October for 26 days offering an incredible array of free activities for all ages, abilities and levels of fitness. The villages will run until 22 November, making it even easier for everyone – across various communities of Dubai – to accommodate 30 minutes of exercise into their daily routine conveniently, enabling a positive social and lifestyle change. Operating daily with a wide spectrum of activities, specialised zones, professional trainers and facilities, and flexibility in operating hours through weekdays and weekends, these Fitness Villages are geared towards effectively transforming the city into a free gym for all and taking Dubai a step closer to becoming the most active city in the world.

The **DIFC Fitness Village** (presented by Dubai Chamber, in association with Dubai International Financial Centre, and powered by Technogym) is the innovation and technology hub of DFC. It features more than **300 free fitness classes** on the main stage including **Mat Pilates**, **Reebok's Pure Move** hosted by the **Aviation Club**, **Hip Hop Cardio**, **HIIT with Reform Athletica** and **Round 10's** specialist boxercise workouts. Corporates and businesses in the area are encouraged to support employees and their families to take time during the week to make the most of the **latest equipment from Technogym** and receive expert guidance in **skill line circuits and skill bikes**, with **Warehouse Gym** offering their manpower as the training providers. Budding golfers are invited to practise their swings and putts on the latest **golf simulator** with a helping hand from professionals at Dubai's many golf clubs. One of the world's



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fastest growing sports, **Paddle Tennis**, is also in action under the iconic Gate Building. The DIFC Fitness Village welcomes participants **from 07:00 – 21:00 on weekdays; 15:00 – 21:00 on Fridays and 14:00 – 21:00 on Saturdays.**

DMCC Park Fitness Village (presented by Decathlon in association with DMCC) offers more than **400 free fitness classes** on the main stage including **Fitness First's Body Combat, Body Attack and Zumba, Speedflex Bootcamp, Karma and Meditation Yoga**, while early birds can join 7am **Artistic Yoga** sessions every weekday. Team sports are a major feature of this Fitness Village with **specially created pitches** for **basketball, football, netball and volleyball** and regular tournaments throughout the challenge. Families can get in on some high tempo fitness action at the **Just Play Adrenaline Village**, which features an adult and children **Ninja warrior assault course, climbing and bouldering walls, gymnastics and acrobatics workshops, sports academies training and specialist parkour training.** The DMCC Park Fitness Village welcomes participants **from 07:00 – 22:00 on weekdays; 14:00 – 22:00 on Fridays and 12:00 – 21:00 on Saturdays.**

Sand, sea and surf lovers are invited to make the most of the activities at the **Kite Beach Fitness Village** (presented by du in association with Dubai Municipality and Meraas). Over **400 free fitness classes** are available at the beach, including **sunrise yoga classes at 7am** and **daily DFC Aqua Classes** for those who prefer a more marine-themed work out. Tournaments and pitches for **beach volleyball, cricket and soccer** are accompanied by a **water sports zone** featuring **kayaking and stand-up paddle-boarding**, among other nautical activities. In addition, the impressive **2km National Obstacle Course** takes place on the shores of the Arabian Gulf with its 12 obstacles including the swinging pendulum, hurdles, crawl and rope climbs offering a fitness challenge that anyone over five years of age is invited to tackle. For the ultimate adrenaline rush, participants can also tackle the **XDubai swing shot.** The Kite Beach Fitness Village welcomes participants **daily from 09:00 – 18:00.**

Palm Jumeirah Fitness Village (presented by DEWA in association with Nakheel) has **running clubs** gathering at the venue to train alongside participants enjoying more than **300 free fitness classes** hosted on the main stage including **LeFit workouts for pregnant ladies by Anatomy Rehab, Hip Hop Cardio, Reebok Fusion from the Aviation Club and the city's legendary Barry's Boot Camp.** Fitness enthusiasts and first timers can also experience the **Palm Jumeirah Virtual Fitness Trail**, a 12-station fitness workout conducted by virtual fitness instructors including expert tutelage to perform plant jacks, split lunges, burpees, star jumps and hanging leg raises. Starting at 6pm every day, participants can run along the beautifully lit **Palm Jumeirah Glow Run**, a 3.2km course with a themed lighting and audio soundtrack creating a virtual electric rain forest, teddy bear lane, colour brick road and party zone experience. Visitors can rest their tired muscles and relax with daily physiotherapy sessions from Anatomy Rehab. The Palm Jumeirah Fitness Village welcomes participants **from 07:00 – 22:00 Sundays to**



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Wednesdays; 07:00 – 23:00 on Thursdays; 14:00 – 23:30 on Fridays and 14:00 – 22:00 on Saturdays.

Al Khawaneej Walk Fitness Village (presented by ENOC in association with Dubai Municipality), celebrates the benefits of pedalling your way to health. **Cycle clubs** have been formed at the fitness village for everyone, including teens, families, over-60s and people of determination. **Adult and children's bikes** are available **at no charge** and there is a **dedicated pavilion for ladies**. Master trainers are helping participants get a handle on the **Technogym bikes** and other gym conditioning equipment installed, and with the park lit at night, riders are able to enjoy **Glow Cycle Rides**; a cool, nocturnal, pedal-powered excursion with everyone encouraged to dress their bikes with illuminous lights. For more extreme cycling, the **XDubai Pump Track** offers **BMX, skateboarding** and **scooter sessions** under expert supervision whilst children love the **inflatable boxing ring, children's playground** and **expert parkour tuition** with a range of obstacles to tackle. Al Khawaneej Walk Fitness Village welcomes participants **from 16:00 – 22:00 on weekdays; 15:00 – 23:00 on Fridays; 16:00 – 21:00 on Saturdays.**

All five fitness villages feature **Mediclinic health advice area** for wellness checks including free testing for BMI, cholesterol, blood pressure and glucose levels. For kids and the young at heart, the **Walt Disney Company** has created a custom workout video designed for DFC 2018, inspired by popular characters and songs from various **Disney, Marvel and Pixar films**, that is available at DMCC Park, Kite Beach, Palm Jumeirah and Al Khawaneej Fitness Villages to ensure that fitness always remains fun.

The Dubai Fitness App is available for participants to officially sign-up at the Apple and Google Play app stores, and track their 30x30 journey, discover fitness events, classes and activities, as well as encouraging friends and family by social sharing functionality. Further details are available on the official DFC website www.dubaifitnesschallenge.com.

Launched last year, the flagship fitness initiative by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, returns with even more activities on offer with the aim of engaging one million participants across the Emirate in 30 minutes of consecutive activity for 30 days. Running from 26 October to 24 November 2018, the Dubai Fitness Challenge is the world's only multi-activity, month-long, city-wide fitness movement. This year, Dubai will continue its mission to be the most active city in the world, with a goal of over one million participants taking part in the initiative which offers an even more action-packed, entertaining and personally rewarding journey designed to engage all ages, abilities and fitness levels, across every community in Dubai. The time to pledge participation in DFC 2018 on the Dubai Fitness App is now, and everyone – from young adults, families of all



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ages, people of determination, residents and visitors, to government agencies, businesses, fitness professionals and academic institutions – is invited to take the challenge.

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For more information, visit:

Website: www.dubaifitnesschallenge.com
Facebook: www.facebook.com/dubaifitnesschallenge
Instagram: @dubaifitnesschallenge
Twitter: @dxbfitchallenge
Hashtag: #Dubai30x30

*For details of the full event / daily schedule visit www.dubaifitnesschallenge.com or check the Dubai Fitness App

For further information and images, contact: ASDA'A BCW on dfc@bm.com / +971 4 450 7600 or contact mediarelations@dubaitourism.ae

Partners: DFC 2018

Strategic Partners: **DEWA, Du, Dubai Sports Council, Dubai Tourism, KHDA, ENOC and Emirates NBD.**

Official Partners: **Arabian Radio Network (ARN), DAMAN, Glanbia, DP World, Emirates Airline, NIKE, Technogym, DAFZA, Dubai Chamber, Dubai Health Authority, Dubai Economic Department, Dubai Silicon Oasis, Dubai Municipality, RAINBOW and Mediclinic.**

Venue Partners: **Dubai Festival City, Dubai International Financial Centre, DMCC, Emaar, NAKHEEL and Meeras.**

Supporting Partners: **Decathlon, Events Security Committee, HUAWEI, IFFCO, Noon, PEPSICO and MAI DUBAI.**

About Dubai Fitness Challenge

Dubai Fitness Challenge has been created to motivate the people of Dubai to boost their physical activity and commit to 30 minutes of daily activity for 30 days. Running from 26 October to 24 November 2018, the Challenge encompasses all forms of activity – from beach cricket, cycling and football, to paddle boarding, team sports, walking and yoga, as well as everything in between. All are encouraged to participate individually or together with friends, family and colleagues, enjoying new and exciting ways to improve their fitness levels. Participants can track their performance on the Dubai Fitness App and help make Dubai the most active, healthiest, happiest, smartest city on the planet.