



19 OCT - 17 NOV 2018

## **DUBAI FITNESS CHALLENGE RETURNS FROM 19 OCTOBER TO 17 NOVEMBER FOLLOWING RESOUNDING CITY APPEAL IN LAUNCH EDITION**

**Dubai, United Arab Emirates, 2 September 2018:** Dubai Fitness Challenge (DFC) – 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 launched last year, will return with an even bigger public engagement programme in 2018. The festival will run from 19 October to 17 November 2018 spanning 30 full days of activity across a range of city-wide locations accessible for all segments of Dubai’s society, as confirmed in the announcement by Dubai Tourism today.



The inaugural DFC 2017, saw the public and private sectors come together to drive overwhelming response to the city-wide movement encouraging 786,000 citizens and residents of all ages and fitness levels to commit to 30 consecutive minutes of daily physical activity for 30 days in addition to several others from across Dubai and the wider UAE that participated at various events through the month-long festival. This year, as Dubai continues its mission to be the most active city in the world, the goal is for over one million participants to take part in the movement that will once again showcase an extensive range of fitness activities, free facilities and sports, the trendiest workout routines and of course the popular weekend fitness carnivals, along with fitness villages across the city.

Running from 19 October to 17 November 2018, the Dubai Fitness Challenge is the world's only multi-activity, month-long city-wide fitness movement. Encompassing a broad and inclusive spectrum of activity – from walking, team sports, intense fitness regimes, paddle-boarding and group fitness classes to football, yoga, cycling and everything in between – this year will expect to be more action-packed, entertaining and personally rewarding as it seeks to drive personalised interaction with all ages, all abilities and fitness levels, across all communities in Dubai. In addition to offering a month of self-discovery, social interaction and enjoyment for everyone, DFC 2018 will also give participants the opportunity to experiment with new and exciting ways to improve their fitness levels and experience the wide range of sports and exercise programmes available across the city that they may not have tried before.



Further details including registration details and the full line-up for Dubai Fitness Challenge will be unveiled in early October when interested participants will be able to register on the Dubai Fitness App. For further information visit [www.dubaifitnesschallenge.com](http://www.dubaifitnesschallenge.com)

**-Ends-**

For further information and images, contact: ASDA'A Burson-Marsteller on [dfc@bm.com](mailto:dfc@bm.com) / +971 4 450 7600 or contact [mediarelations@dubaitourism.ae](mailto:mediarelations@dubaitourism.ae)

**Notes to Editors:**

**For more information, see:**

Facebook: [www.facebook.com/dubaifitnesschallenge](http://www.facebook.com/dubaifitnesschallenge)

Instagram: [@dubaifitnesschallenge](https://www.instagram.com/dubaifitnesschallenge)

Twitter: [@dxbfitchallenge](https://twitter.com/dxbfitchallenge)

Hashtag: [#Dubai30x30](https://twitter.com/hashtag/Dubai30x30)

## **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 19 October to 17 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.