



**PRESS RELEASE**

**THE DUBAI RUN 30X30 GUIDE: HOW TO BE PART OF HISTORY ON SHEIKH ZAYED ROAD**

- *The city's iconic highway turns into a running track for one morning only for Dubai Fitness Challenge on Friday November 8<sup>th</sup>*
- *Race packs and bibs can be collected starting today from Concourse 2 at Dubai World Trade Centre and selected Sun & Sand Sports stores*
- *An exciting range of prizes with a total value of over AED 200,000 to be given away on the day*

**Dubai, United Arab Emirates, 05 November 2019:** Dubai Fitness Challenge (DFC) is set to make history this Friday, November 8<sup>th</sup>, as **Dubai Run 30x30 on Sheikh Zayed Road** turns a section of the magnificent 14-lane highway into a running track for residents and visitors. The free-to-attend event will see runners set off along Sheikh Zayed Road before passing a number of the city's iconic buildings on both the 5km or 10km routes.





The 5km fun run is open to all ages, abilities and fitness levels, whilst the timed 10km run is for running enthusiasts 18 years of age or older who can complete the route in 80 minutes or less.

Both routes commence at Dubai World Trade Centre (DWTC); taking all participants along a 2.5km stretch of Sheikh Zayed Road. The 10km run will then see runners make a turn towards Financial Centre Road and along Sheikh Mohammed bin Rashid Boulevard past some of the city's most iconic buildings, before participants head back to the finish line at DWTC along Happiness Street.

The 5km fun run takes participants down a similar route on Sheikh Zayed Road, before heading through the high-rise buildings of DIFC, making a hairpin turn straight to the stunning Emirates Towers and back down Happiness street to the finish line at DWTC.

All participants must register online and can start collecting their race kits from Tuesday November 5<sup>th</sup> at:

- Dubai World Trade Centre
  - Tuesday 5th from 16:00 to 22:00
  - Wednesday 6th from 9:00 to 23:59
  - Thursday 7th from 9:00 to 22:00
- Selected Sun & Sand Sports from Wednesday November 6<sup>th</sup> – full details will be shared on social media.

On race day, free parking will be open at DWTC from 5:00am, and participants are requested to be ready on the track with their race number visible by 6:15am for the 10km race, and 6:30am for the 5km fun run. The 10km run will start at 6:30am, followed by the 5km fun run at 6:45am. Latecomers will not be allowed to take part in the race.

There will also be an exciting range of prizes with a total value of over AED 200,000 to be given away on the day. Prizes will be given for the overall top 3 male and 3 female finishers of the 10km run, and spot prizes awarded throughout the morning.



Light snacks and refreshments will be available for purchase at a number of cafes and outlets which will be open at DWTC and One Central. Water stations will also be available at regular intervals along both routes thanks to MonViso.

Participants are advised to carpool, use RTA taxis, Careem or Uber to avoid traffic and parking queues. Plan your trip at <http://wojhati.rta.ae>. A detailed list of road closures and timings, along with alternative routes will be made available by the RTA.

Dubai Run is presented by DEWA, in association with ARN, Dubai World Trade Centre, Dubai Police, Etisalat and RTA, with generous support from Emaar and Sun & Sand Sports. Limited registrations are still available on PlatinumList: <https://dubai.platinumlist.net/ar/event-tickets/77469/dubai-run>.

-Ends-

For further information, please contact: Dubai Tourism on [mediarelations@dubaitourism.ae](mailto:mediarelations@dubaitourism.ae) or Edelman on [dfcteam@edelman.com](mailto:dfcteam@edelman.com).

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**

The Dubai Fitness Challenge (DFC) is an initiative of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council. DFC 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 October 18 to November 16 2019, the Challenge encompasses all forms of activity – from cycling and football, to kayaking, team sports, walking and yoga, as well as wellness and healthy lifestyle. Everyone is encouraged to participate individually or together with friends, family and colleagues and enjoy new and exciting ways to improve their fitness and health levels. Participants can



track their performance on the Dubai Fitness App and help make Dubai the most active, healthiest, and happiest city in the world.