



Press Release

DUBAI FITNESS CHALLENGE 2019 GEARS UP FOR AN ACTION-PACKED FINAL WEEKEND

- *Last chance to sign up and take part in fitness and wellness classes and sessions for DFC 2019*
- *DFC's third edition to conclude on 16 November with events such as Tough Mudder, Beat Diabetes Walk and Under Armour's #IWILL Challenge, scintillating fireworks displays at Fitness Villages, and the 'Spend and Win' raffle ceremony*

Dubai, United Arab Emirates, 14 November 2019: As Dubai Fitness Challenge (DFC) 2019 concludes its biggest edition yet, the citywide fitness initiative is pulling out all the stops to encourage the city to embrace a fitter and more active lifestyle. Following four weeks of non-stop activities and challenges, it's the last chance to join in the challenge, as the action continues this weekend with DFC's two flagship Fitness Villages, Fitness Hubs, as well as an array of activities for people of all ages and abilities.



DFC's exclusive Fitness Villages are getting ready to close DFC 2019 in style, with fun and exciting free activities for people of all ages. Don't miss out on the **Kite Beach Fitness Village presented by ENOC in association with Etisalat and Meraas** which is open from 7am to 11pm on Thursday and Friday. Attend the Gong Meditation Session at the Emirates' Yoga & Meditation Zone to attain peace of mind or bring the little ones over for a fun mini tennis for kids with CF Tennis academy. For those looking for a little more intensity, try a boxing session at the Go Sport – Adidas Boxing & Martial Arts Centre or try one of the many instructor-led classes at the Etisalat Mainstage Workout. Be sure to also make your way to the Village for a splendid fireworks show this Saturday 16 November at 8pm.



The Festival City Mall Fitness Village presented by DEWA in association with Fitbit & Al-Futtaim, open from 12pm to 12am from Thursday to Saturday, features a variety of mall-wide activations to enjoy. Be sure to take part in IMAGINE’s Fitness Workout for a fun workout that combines choreography with the IMAGINE show’s iconic water and visual effects every day at 7:15 pm and 9:15 pm – the last show on November 16 is at 7:15 pm. The DEWA 30x30 Skills Zone will be hosting its final challenge on Saturday 16 November at 6 pm, where one lucky winner will be awarded a grand prize of AED 50,000 in in Dubai Festival City gift cards. The Festival City Fitness Village will also be marking the conclusion of DFC 2019 with a fireworks show on Saturday 16 November at 7:45pm.



For those wanting to work out close to home or work, there are still a number of **Fitness Hubs** that feature incredible classes and sessions for no cost at all. Below are the remaining fitness hubs active during the last weekend of DFC:

Date/Timing	Hub	Location
Until 16 Nov <i>9am – 9pm</i>	Bluewaters: Surrounded by scenic views of the Arabian Gulf, stay active with free community classes ranging from yoga, HIIT, Zumba and bootcamps.	Bluewaters Island
Until 16 Nov 7:30am – 9pm	Dubai Design District: Join Dubai’s most photogenic hub for a cool take on free fitness at The Block for one week and experience a schedule of fitness activities with Adidas and TAG Heuer	Dubai Design District
Until 16 Nov <i>2pm - 9pm</i>	Downtown Dubai: Take part in multiple activities such as spinning classes at 1Beat in Burj Plaza, boxing and	Emaar Boulevard



	bodyweight training at Underdog in Emaar Square, and high-energy aerobics classes at Masted Jeda at Downtown Eats.	
Until 16 Nov <i>4pm - 11pm</i>	Quranic Park: Presented by RTA in association with Dubai Municipality, this hub features a kids' park with inflatables and a play area, along with a running track and a cycling hub with 100 free-to-use bicycles.	Khawaneej

DFC's final weekend will also see a slew of high-octane events taking place around the city. For a true test of your physical strength, stamina and mental grit, take on **Tough Mudder** on 15 November at Dubai Festival City. The toughest, roughest and muddiest obstacle courses is equal parts fitness and teamwork, while the Mini Mudder challenge is perfect for little ones to try out. The **Under Armour #IWILL Challenge**, at Kite Beach on 15 November, is also designed to push yourself to the physical and mental limits with obstacles, weighted carries, sprinting, rope climbing and more. Additionally, the **X Junior Triathlon** is a fun, family-friendly event taking place on November 16, and encourages children to push themselves in an environment charged with great energy.



If you're looking to work out for a cause, show your support at the **Beat Diabetes Walk** taking place on November 15. Now in its 10th edition, the initiative by Landmark Group's initiative aims to raise awareness for diabetes and support those living with the condition. The **Emirates NBD Unity Run**, also taking place on November 15, supports people of determination and aims to encourage inclusivity in the city's social, personal and professional spheres.



Other citywide events taking place during the final weekend of Dubai Fitness Challenge include:

Date	Event	Location
13 Nov	<u>Wild Workout at Zabeel Park:</u> Part of the Connect with Nature initiative, join the fresh air for a meditative cardio session in the fresh air with fellow running enthusiast.	Zabeel Park
14 - 16 Nov	<u>MEFIT Summit at Fairmont the Palm:</u> The ultimate fitness summit for professional and experts to meet and greet, get ready for this three-day event dedicated to making you fall in love with health and wellness.	Fairmont The Palm
15 Nov	<u>The Emirates NBD Unity Run:</u> The 3km fun run is an annual event aims to support and empower people of determination and encourage inclusivity within society, and makes for a fun day out with delicious food, live entertainment and music.	Dubai Silicon Oasis



15 Nov	<u>Wadi Bih Run – Hatta Edition:</u> Escape the city to the UAE’s most rugged terrain at the Wadi Bih Run in Hatta and take part in a tough 70km, 35km or 20km race.	JA Hatta Fort Hotel, Hatta
15 Nov	<u>Beat Diabetes Walk:</u> Join the 10 th edition of this family-friendly walk to raise awareness for diabetes and show your support to those living with the condition.	Zabeel Park
15 Nov	<u>Tough Mudder:</u> Sign up for the toughest, muddiest obstacle course in the city, with unique 5km and 10km for adults and a 1.6km Mini Mudder course for kids.	Dubai Festival City
15 Nov	<u>Under Armour #IWILL Challenge:</u> Obstacles, weighted carries, rope climbing and more, this endurance challenge is not for the weak hearted. Made for testing physical and mental strength, winners will be rewarded with three, six or 12 months of athlete sponsorships.	Kite Beach Fitness Village
15 Nov	<u>Every Girl Can Swim, with Nada Al Bedwawi:</u> Join UAE’s first female Olympic Swimmer Nada Al Bedwawi for an engaging training session including pool activities and challenges, an inspire workshop as well as a group leadership session.	Hamdan Sports Complex
16 Nov	<u>La Mer Open Water Swim Series:</u> Swimmers of all ages and athletic levels can paddle through 200m, 400m, 800m or 1600m distances followed by a fun team relay, while being surrounded by music and community spirit.	La Mer South Beach
16 Nov	<u>X3 JR Triathlon:</u> For little ones that want to participate in their own triathlons, this challenge is made up of competitive swimming, cycling and running, children can put their sports skills to the test.	Kite Beach
16 Nov	<u>M1 Run:</u> This features the staircase of the beloved Media One Hotel, where runners will ascend towards the summit to be one of the top three racers.	Media One Hotel
16 Nov	<u>Dhyanotsav Wellness Fest by Heartfulness:</u> Settle into an evening of meditation and relaxation at the Dhyanotsav Wellness Fest at DWTC.	Hall 8, Dubai World Trade Centre

There are only a few days left to participate in the ‘**Spend and Win**’ competition, where spending AED 250 in City Centre Mirdif, Times Square Center, Oasis Mall, Burjuman or Reef Mall, can give you the chance to win a grand prize of a brand new **2020 Nissan Patrol** on 16 November – the draw will be held at City



Centre Mirdif at 8 pm. There are also over 250 deals across retail, F&B and fitness brands as part of DFC, available on the [DFC Website](#).

For those looking to spend their weekend at home, you can visit the [Find Your 30](#) hub on the DFC website to access easy workout videos, nutritious recipes and advice on fitness, mental health and wellness. Alternatively, those looking to make the most of the cooler weather can choose from amongst 30 [City is a Gym](#) locations around the city to try out unique workouts while exploring Dubai.

Be sure to make the most of DFC 2019's last weekend, and participate in fun fitness and wellness activities with family, friends and colleagues. For more information on citywide events and activities during Dubai Fitness Challenge, please visit www.dubaifitnesschallenge.com.

-Ends-

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

Notes to Editors:

For more information, see:

Facebook: 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.