

Hamdan bin Mohammed announces Sheikh Zayed Road to turn into a track for Dubai Fitness Challenge's cycling event

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His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, today announced the Sheikh Zayed Road will turn into a track for the city's newest cycling event, Dubai Ride, on 20 November 2020. The non-competitive, free-to-enter, community event, held as part of the Dubai Fitness Challenge 2020, will take cyclists of all abilities and experiences on a ride through the city's main artery. Participants can enjoy the thrill of an outdoor bike ride while experiencing a unique perspective of iconic sights across Dubai World Trade Centre (DWTC), Downtown Dubai, Business Bay and Dubai Canal.

The first event of its kind in the city, Dubai Ride will feature two distinct routes - a 4 km family ride and a 14 km open ride. The 4 km family-friendly, fun ride is open to participants five years and older, across all abilities and fitness levels. The route, which will take riders around Sheikh Mohammed bin Rashid Boulevard, offers plenty of photo opportunities. The 14 km route, created for cycling enthusiasts who are 13 years of age or older, will take them on a once-in-a-lifetime bike ride through Downtown Dubai, Business Bay, Dubai Canal and Sheikh Zayed Road.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, said: "The Dubai Ride, part of Dubai Fitness Challenge 2020, is aligned with our vision to transform the city into a bicycle-friendly metropolis and our efforts to encourage people to adopt cycling as a sport. Our greatest inspiration is His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, who has long championed the integration of cycling into people's lifestyles - be it to enhance our health and well-being, or promote environmentally friendly transport in our communities. With the Dubai Ride, we celebrate this visionary objective. I invite you to join me and achieve a new milestone in your fitness journey."

This will be the first time that Dubai's visitors and residents will be allowed to cycle down a section of the 14-lane highway. From roadies to mountain bikers, seasoned riders to family groups, all cyclists from across the city are invited to log in their rides, whether solo or with family and friends. Cyclists must be able to cycle a minimum of 4 km, bring their own bike and helmet and register to participate in the ride at www.dubairide.com.

Speed limits will be set throughout the stretch to ensure public health and safety, closely monitored by pace cars. These will also ensure cyclists follow strict social distancing guidelines.

Celebrating the city's resilient spirit, Dubai Ride has partnered with Dubai Cares to support students whose lives have been affected by challenges posed by the pandemic. While the event remains free-to-enter, participants are invited to support Education Uninterrupted, a nationwide fundraising campaign that tackles the impact of the COVID-19 outbreak on the education of children and youth in the UAE.

Dubai Fitness Challenge is committed to creating a safe environment for everyone to be physically active. Public health and safety will remain paramount throughout the programme, with individuals advised to ensure they strictly follow preventive regulations issued by the Dubai government, including social distancing.

Dubai Ride is organised by Dubai Tourism and Dubai Sports Council; with presenting partner DP World; association partners Emirates NBD, Etisalat and Mai Dubai; official partners Arabian Radio Network (ARN), Daman, EMAAR, Shield ME and Talabat; and government partners Event Security

Committee, Dubai Health Authority (DHA), Dubai Knowledge and Human Development Authority (KHDA), Dubai Police, Ministry of Education, Roads & Transport Authority (RTA).

To register and obtain more details, visit www.dubairide.com.