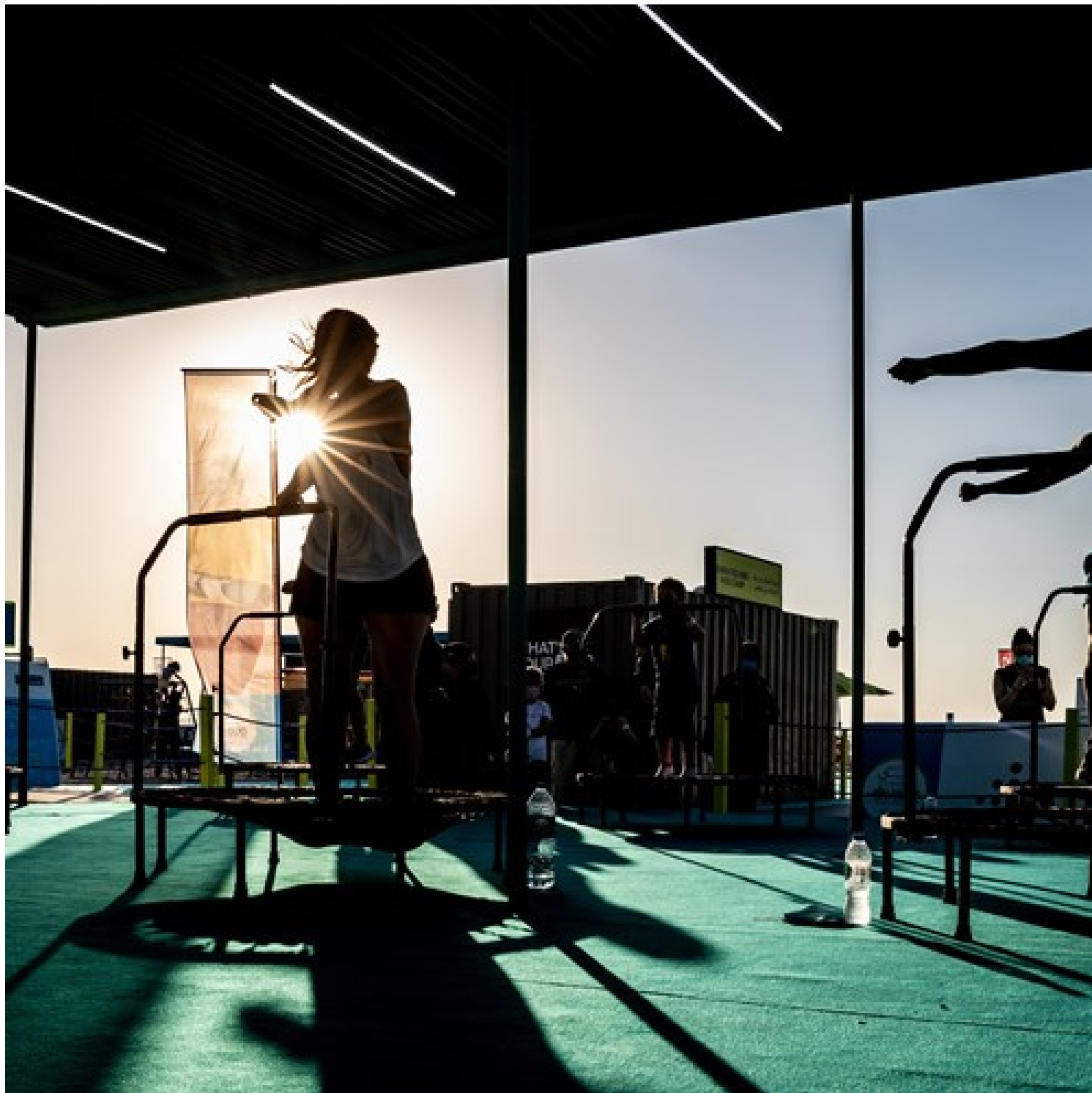


# Dubai Fitness Challenge 2020 kicks off with a spectacular opening weekend to get the city moving

1 Nov 2020, Dubai, UAE



A testament to Dubai's resilience to reconnect communities and rebuild a stronger and happier society, Dubai Fitness Challenge (DFC) 2020 kicked off this weekend with the entire city rising to the 30x30 Challenge launched in 2017 by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai. The annual citywide celebration of fitness and wellness welcomed people of all ages, abilities and fitness levels for its fourth edition with an unbeatable community atmosphere at flagship Fitness Villages, while unlocking a robust programme of virtual sessions to ensure participants can stay digitally connected as they commit to 30 minutes of daily activity for 30 days – wherever they are, whenever they can.

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Sun, sea, sand and endless free activities got the crowds buzzing at the **DP World Fitness Village Kite Beach** – from intense HIIT workouts, bootcamps, dance classes, and family fun at the Aqua Park, to volleyball games and beach football kickabouts. New this year are exciting trampoline workouts at Fitbit Rebounder, with a resident instructor on hand at all times; as well as the dedicated DP World women's fitness pavilion. As a special treat to celebrate the start of the fitness extravaganza, vibrant fireworks lit the beach on Friday evening.

The **Emirates NBD Fitness Village Al Khawaneej** welcomed one and all to complete their 30x30 on two wheels, with a special focus on getting the whole family out on bikes. Plenty of free activities and challenges were also on offer to help visitors discover new fitness favourites, including group classes and open workouts for all levels, as well as junior bootcamps, functional training, low climbing walls and parkour obstacles – with dedicated onsite staff available to assist. Dedicated workout programmes for ladies were also available at its upgraded DP World women's fitness pavilion.

The free fitness programme will continue throughout the month to inspire sustained shifts towards an active and healthier lifestyle, while promising to make fitness easy and accessible to all – from young adults, teenagers, families, older residents and people of determination, to businesses, schools and beyond. Public health and safety remains the top priority, allowing visitors to be physically active in a safe environment while providing them with ample space in keeping with social distancing requirements. Participants are required to book their spots at all physical locations prior to arrival.

Bringing added flexibility and remote access to ensure anyone, anytime, anywhere can stay motivated throughout the month, DFC 2020 has curated a wide range of premium fitness content to help participants craft their individualised fitness programme. The 2020 edition marks the return of the “**Find Your 30**” virtual content hub and the “**Etisalat City is a Gym**” virtual map of unique workout locations in partnership with leading instructors. For the first time, participants can unlock a world of workout programmes, wellness materials and more with free, 30-day access to leading **global fitness apps**, while also keeping their at-home fitness in check with more than **200, daily, online live virtual sessions** from Studio TV – be it HIIT, Yoga, indoor cycle, Barre and Pilates; all for free, available through the DFC website.

Taking DFC's commitment to transform the city into an active outdoor playground one step further, a number of **Fitness Hubs** will kick off across the city on 1 November with incredible classes and sessions for no cost at all. To help everyone put their best foot forward, for the **Dubai Run presented by Mai Dubai** on 27 November, six 28-day training programmes have been launched for a step-by-step guide across 2km, 5km and 10km distances. New in 2020 is also a programme of free, weekly guided **Dubai Running Tours** by Arabian Adventures and sports brand ASICS, providing a unique, on-foot perspective of iconic sights across the city – a 5km fun run around Burj Lake in Downtown Dubai; an advanced 10km beach run along Kite Beach; and an exciting, self-guided, 3km 'treasure hunt' style quest in the Dubai Creek area.

Register now and commit to 30 minutes of activity for 30 days during DFC 2020. Access full details on [www.dubaifitnesschallenge.com](http://www.dubaifitnesschallenge.com).

The entities helping DFC strengthen the spirit of the community this year include organisers Dubai Tourism and Dubai Sports Council; presenting partners DP World, Emirates NBD and Mai Dubai; association partners Dubai Chamber, Dubai Festival City Mall, Dubai Municipality, Emirates, Fitbit, Etisalat and Shamal – Kite Beach; official partners Arabian Radio Network (ARN), Aster Hospitals and Clinics, Barakat, Daman, IMG World of Adventures, Shield ME and Talabat; and government partners Event Security Committee, Dubai Health Authority, Dubai Knowledge and Human Development Authority, Dubai Police, Ministry of Education and Roads & Transport Authority (RTA).

