

Step up your 30x30 with Dubai Fitness Challenge

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Staying motivated for the Dubai Fitness Challenge (DFC) 2020 is simple: all you need to do is fit in 30 minutes of exercise every day until 28 November. To help everyone find plenty of inspiration to run, ride, stretch or lift, a packed calendar of free workouts, exciting fitness events and wellness-centric sessions continues across the city with something fun to do every day.

DFC 2020 HIGHLIGHTS

Calling all cyclists: fall in stride with the city's love for the sport with **Dubai Ride presented by DP World**, a non-competitive, free-to-enter, community event. On 20 November, cyclists of all abilities and experiences can choose between two iconic routes in the heart of the city - a 4km family route for participants five years and older; or a 14km general route for cycling enthusiasts who are 13 years of age or older.

Registration is now open on www.DubaiRide.com.

Stretch your legs and get ready to break a sweat with the **Dubai Run presented by Mai Dubai**. The city's biggest, free-to-enter, fun run welcomes one and all to celebrate your personal best - be it the first, fastest or farthest stretch. On 27 November, the entire city will become a personalised running track for all ages, abilities and fitness levels. Run, jog or walk along any distance, any location, at any start time and with any one. Need some extra motivation to keep moving? You can still sign up for DFC's **28-day training programmes** and virtually train with the region's leading coaches and athletes. Get expert tips from Manal Rostom, Tania Lolla Kaddoura, Abdullah bin Hajjar, Luke Mathews, Lee Ryan and Luke Gaffney as they share their step-by-step guides for 2km, 5km and 10km distances.

Training programmes are free to access on www.DubaiRun.com.

Sign up for the toughest and most enjoyable test of strength and stamina with the **Under Armour Dubai Fitness Challenge**. On 20 November, head down to the **DP World Fitness Village Kite Beach** to test your agility, speed, strength and mobility across exciting obstacles and training challenges around a specially designed course. A male and female winner will be crowned as the Under Armour Athletes of 2020.

The Challenge will take place from 8am to 6pm.

FLAGSHIP FITNESS VILLAGES

If you can't pick between spinning, yoga, Barre or boxing to add to your exercise regime, DFC's flagship **Fitness Villages** are the perfect place to test them all out. Participants are required to book their spots at all physical locations prior to arrival on www.dubaifitnesschallenge.com.

The **Mai Dubai Fitness Village Festival City Mall** is the newest adventure spot for the whole family. Gear up for adrenaline-pumping thrills on The Arch, including a 4m and 6m bag jump, two quick flights and the region's largest mobile pump track. In addition, four activity zones throughout the Village offer a variety of exciting exercise routines. The IMAGINE Fitness Workout with Fitness First and a special Workout Stage are sure to get everyone moving, while sports lovers can play Urban Turf Football and Street Basketball in dedicated zones.

Mai Dubai Fitness Villages Festival City Mall welcomes visitors from 4pm to 10pm, Sundays to Wednesdays; 4pm to midnight on Thursdays; and 4pm to midnight on Fridays and Saturdays.

Soak up the sun with family and friends at the **DP World Fitness Village Kite Beach**. Fifteen distinct zones promise incredible workout opportunities for every level, with a range of safety measures in place to keep the whole family safe. Try something new each day, from stretch, meditation and yoga, to body attack, strength conditioning, HIIT and so much more. Amp up the fitness fun for the whole family with trampoline workouts at Fitbit Rebounder or head down to the Teen Fit area with your 13 to 18-year-olds for bootcamps, dance classes and functional training. The Kids Camp also has a Skill & Play area with monkey bars and climbing challenges to keep your little ones active. Women can also workout in complete privacy in the DP World women's fitness pavilion.

DP World Fitness Village Kite Beach welcomes visitors from 2pm to 11pm on weekdays; and from 7am to 11pm on Friday and Saturday.

Push your pedals and enjoy some family-focused fun at the **Emirates NBD Fitness Village Al Khawaneej**. Half-hour cycling slots are available throughout the day, while a packed daily schedule of events and activations on the Emirates Fitness Stage promises lots of motivational moments to keep everyone on their feet. The Dubai Chamber Family Fitness Zone also brings group classes and open workouts for all. Brand new this year is the Kids Skill & Play Area, featuring junior bootcamps, functional training, low climbing walls and parkour obstacles – with dedicated onsite staff available to assist the little ones at all times. An upgraded Aster Ladies Pavilion also offers dedicated workout programmes for women in a completely enclosed facility.

Emirates NBD Fitness Village Al Khawaneej welcomes visitors from 4pm to 11pm, Saturday to Wednesday; and from 4pm to midnight on Thursdays and Fridays.

FITNESS WITHIN EASY REACH

You don't need an expensive gym membership to follow an exercise regime. Instead, take advantage of DFC 2020's digital resources for free to facilitate your fitness journey.

A myriad of online classes and virtual sessions are on offer for free, throughout the month, to keep you active without spending a dirham. From free group sessions to bespoke classes at Dubai's upscale studios and gyms, more than **200 daily, online live classes and virtual sessions** are being hosted by Studios TV and Find Fit People on the DFC website to help you find the motivation anytime, anywhere.

Whether you're looking to start getting fit, building a workout routine or beating your personal best, "**Find Your 30**", presented by Fitbit, brings workout videos, daily challenges, recipes and advice on fitness, mental health and wellness and much more. There's plenty in store for the kids too, with custom workout content from PJ Masks, Motiongate™ Dubai, IMG Worlds of Adventures and EA Sports FIFA 21.

Love training outdoors? Use the "**City is a Gym**", presented by Etisalat, as your personal training buddy to try out unique, new workouts at 30 exciting locations across the city with the neighbourhood's buzz energising you.

Don't forget to unlock free, 30-day access to leading **global fitness apps** - Fitbit Premium, NEOU, Steppi, Sweat, Sworkit, Daily Burn, FIIT and Les Mills on Demand.

COMMUNITY FITNESS HUBS

Communities across Dubai can also complete a daily 30-minute workout at dedicated **Fitness Hubs** across the city – located within multiple residential and commercial neighbourhoods. Below are the fitness hubs that will be active over the next week:

DATE/TIMING	HUB	LOCATION
until 14 Nov 6:30am – 9pm	DMCC Fitness Hub: JLT Park will come to life with fitness workouts, classes and activities for nine days. Choose from morning yoga, full body workouts, dance classes, kids' activities and much more!	Jumeirah Lake Towers

until 14 Nov 8am – 8pm	Zabeel Ladies Club Fitness Hub: Dedicated facilities for women to train with internationally certified female fitness instructors and try out group exercise classes including Les Mills programmes, Pound Fit, Yoga, Pilates, Cycling, Aqua programmes and more.	Zabeel
until 14 Nov 10am – 9pm	Dubai Outlet Mall Fitness Hub: Take a break from your shopping at the Dubai Outlet Mall and try out more than 10 different classes - from cardio, bodyattack and HIIT, to yoga, Pilates, zumba and even a triathlon challenge. Kids can also join in the action with special boxing and zumba sessions.	Dubai Outlet Mall
15 - 23 Nov 5:30pm to 6:30pm	Dubai Police Officers Club Fitness Hub: Try out a unique set of masterclasses from the best trainers at Dubai Police Officers Club and get your adrenaline pumping with Body Combat, Pilates, CrossFit and more classes.	Al Jaddaf
15 - 28 Nov 4:00pm - 8:00pm	Sustainable City Fitness Hub: From aquathlon and aerobics, Zumba and cycling, body combat classes and bootcamps, or fun-filled football and tennis classes, and even horse-riding, everyone is welcome to try out a variety of sports activities.	Al Qudra Road
until 28 Nov all day	Hatta Fitness Hub: Immerse yourself in the serenity of Hatta with this brand-new fitness hub and transform your regular yin yoga and meditation routines into a memorable experience.	Hatta Art Hub

DFC 2020 has also stepped up its calendar of citywide events, bringing an exciting triathlon experience across the majestic landscape of Hatta with **Grit + Tonic Triathlon: Hatta**; a series for fun family runs with **Skechers Performance Run 1**; an open-water swimming adventure with **La Mer Open Water Swim** and so much. Little ones can also dance their way to some fitness fun with the beloved Modesh, as he brings his best moves for DFC with the **#SkechersMovesModesh TikTok Challenge**. From 16 November, tune in to the @MyModesh TikTok account and join him for a fun-filled duet hashtag challenge for a chance to win Skechers merchandise worth AED 1,500.

Here's what else to look forward to during the third week of DFC 2020:

DATE	EVENT	LOCATION
13 Nov	<u>Grit + Tonic Triathlon: Hatta</u> : Experience the majestic landscape as you swim through the Hatta Dam, bike across the tarred roads of Generator Hill, and run up some of the steepest inclines to push your limits.	Hatta Sports Club, Hatta
13 Nov	<u>Skechers Performance Run 1</u> : A fun day out for the whole family, the Skechers Performance Run starts off a series of six community races on 13 November. Open to all ages and abilities, across 2.5km – the perfect one for mum, dad and the kids – as well as 5km and 10km options for the more sports-savvy.	The Ripe Market, Dubai Police Academy
14 Nov 7:30am	<u>La Mer Open Water Swim</u> : Tackle the deep blue sea with 200m, 400m, 800m or 1,600m (1 mile) circuits or take part in a fun team relay. Open to all ages and even families.	La Mer
14 Nov from 6am	<u>Return to Racing – TTT Series 2</u> : The second edition of Return to Racing is open for registration for two categories: Time Trial Bike and Road Bike. Each race and the overall series will see winners across a number of categories: fastest male team, fastest female team and fastest mixed-gender team.	Al Qudra Cycling Track, past Bab Al Shams Resort
until 21 Nov 3pm - 3:45pm	<u>City Centre Deira</u> : Take a break from weekend shopping and entertainment with daily, 45-minute sessions covering intensive and lively workouts like Zumba, Bollywood dance, body combat and more.	City Centre Deira
every Saturday, until 28 Nov	<u>DDY Fitness Camp</u> : The Doris Duan-Young Autism Center (DDY) welcomes young adults of determination, aged 13 and older, and their siblings throughout the	Dubai Sports World

9:30am - 11:30am	Dubai Fitness Challenge. All activities are carefully facilitated by the institution's behaviour therapy specialists and supervised by a board-certified behaviour analyst to promote an active and healthy lifestyle among young adults of determination.	
until 28 Nov 8am - 11:30pm	<u>Dubai Sports World:</u> Dubai World Trade Centre (DWTC) is turning up the heat with the 10th edition of its indoor sports arena, Dubai Sports World. Football, basketball, cricket, badminton or tennis – you name it and you'll find it at Dubai Sports World. The indoor venue caters to all skill levels and interests and there are many ways you can get involved, whether you want to rent out a pitch to play with friends or join a sports academy to refine your skills.	Dubai World Trade Centre - Za'abeel Halls 4-6
until 28 Nov 7am	<u>Dubai Festival Plaza:</u> Stay zen and feel refreshed with free, daily yoga sessions, as part of the 'You Gotta Nourish to Flourish' series.	Dubai Festival Plaza
every Saturday, until 28 Nov 11am - 12:30pm	<u>Nakheel Mall:</u> Step up the pace of Saturday afternoons with a 30-minute Zumba or Bootcamp class hosted by Fitness First. Keep an eye out for giveaways, as instructors will be handing out free guest passes worth AED130 to all attendees.	Nakheel Mall, Palm Jumeirah
until 28 Nov	<u>City Centre Mirdif:</u> For some free fitness fun for kids, children aged 6-12 can train with certified coaches at Mirdif Camp.	City Centre Mirdif
until 28 Nov	<u>Mall of the Emirates:</u> Be the first one in with the Mall Walkers mall run, enjoy discounted meal plans and nutritional advice from Right Bite or simply enjoy some wellness-centric entertainment throughout the weekend. You can even stand a chance to win an outfit worth AED1,000 from Lululemon by uploading your fitness and wellbeing video on Instagram, with the hashtag: #thesweatlifeme.	Mall of the Emirates
until 28 Nov Fri: 9am-10am Sat: 5pm-6pm	<u>City Walk:</u> Join free yoga classes every weekend from 6 November, hosted by popular yogini Dina Cassir. Embark on a journey of flexibility and movement that focus your mind and build your core strength.	City Walk
until 28 Nov	<u>Dubai Marina Mall:</u> Find exclusive offers on all health and wellness-related brands and products, whether you're looking for on-trend yoga ensembles at lululemon, sporty t-shirts and trainers at Adidas, supplements for a nutritional boost at Good Health Nutrition and more.	Dubai Marina Mall
until 28 Nov	<u>The Dubai Mall:</u> Find unbelievable discounts and special offers as you shop for all your fitness, wellness, and nutrition essentials from over 1,300 retailer brands.	The Dubai Mall

SAVE BIG

Upgrade your activewear and workout equipment in time for the Challenge with fantastic deals and offers across the city.

Leading electronics retailer, Jumbo, is helping out for the #Dubai30x30 with a superb deal from 12 to 14 November: shop at a Jumbo store in the city and buy any fitness device, like a fitness band, earphones, smart watch or other wellness product, for a chance to win big. Spend a minimum of AED500 and you'll be in a draw to win a fantastic new Suunto GPS sports watch for hi-tech fitness tracking. A total of 30 sports watches are up for giveaways, so start shopping now and try your luck.

Don't miss out! Access full details on 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).