

Dubai Fitness Challenge 2020 kicks up the action with another packed week

19 Nov 2020, Dubai, UAE



As Dubai Fitness Challenge (DFC) 2020 makes its way past the halfway mark, there are still plenty of ways to get involved and take your fitness to a new level. With a plethora of citywide fitness and wellness events, sessions and activities in full swing until 28 November, everyone has an opportunity to dedicate themselves to a healthier and fitter lifestyle. Choose from over 2,000 classes or tune in to over 200 virtual workout sessions. Get your 30x30 on across more than 150 locations in Dubai.

Don't forget to track your daily progress with the newest 'Log Your 30' feature on the homepage of the DFC website. Participants can log their daily progress by checking off their workout days and earn and

share achievement badges along the way.

EXCITING NEW PROGRAMMING FOR 2020

Gear up to make history this Friday, 20 November with **Dubai Ride presented by DP World** and set off on a once-in-a-lifetime cycling experience along the magnificent Sheikh Zayed Road. This historic event invites cyclists of all ages, abilities and experiences to choose between two iconic routes in the heart of the city. A 4km Family Route will take participants around Sheikh Mohammed bin Rashid Boulevard in Downtown Dubai, while the 14km Sheikh Zayed Road Route will see both directions of the highway open for cyclists only for the first time in history. Participants, including people of determination, can cycle at their own pace, and register for either of the two routes at their nominated check-in time.

All cyclists must be able to competently cycle a minimum distance of 4km, bring their own bike and helmet, and wear a face mask. Every rider must register to participate in the ride at www.dubairide.com and receive confirmation to take part on the exclusive circuits. Participants must collect their riding bibs at Dubai World Trade Centre, Zabeel Halls on Wednesday, 18 November and Thursday, 19 November, from 3pm to 11pm. People of determination should email ambassadors@linkviva.com to arrange their entry.

Step up your running game and get ready to beat your personal best with **Dubai Run presented by Mai Dubai**. Now's the best time to hit the local park tracks - or other runner-friendly pavements - and prepare for the city's biggest, free-to-enter, fun run on 27 November. Whether you're brand new to running or simply want to brush up on your endurance skills, everyone is invited to run, jog or walk along any distance, any location, at any start time and with any one. To help you improve your performance, the region's top coaches are on hand to lead you every step of the way with their **28-day training programmes presented by Emirates NBD**. To access the training programmes and register to take part in the Dubai Run, visit www.DubaiRun.com.

Looking to discover the city's sights on-the-run? Those eager to combine their love for running with their passion for adventure can sign up for unforgettable sightseeing experiences with **Dubai Running Tours**. The free guided tours, organised daily in partnership with Arabian Adventures and sports brand ASICS, provide a unique, on-foot perspective of iconic landmarks and scenic locales across Old Dubai, Downtown Dubai and Jumeirah. Everyone from gentle joggers to recreational runners can choose from three routes across varying distances: a self-directed, 3km journey to navigate through the alleyways of the Al Fahidi Historical Neighbourhood and Dubai Creek; a 5km guided tour for an up-close look at the city's most emblematic architectural icons in Downtown Dubai; and an adventurous 10km guided beachside run along the Jumeirah Beach running track. Take advantage of the cool, breezy weather and wake up early for a 6am run or wind down with a sunset jog at 6pm. All tours are led at a casual, conversational pace, with several stops along the way to help you take in all the surrounding sights.

Book your spot today on www.dubaifitnesschallenge.com.

FLAGSHIP FITNESS VILLAGES

DFC's flagship **Fitness Villages** are ideal for a full day of family fun or an active experience with friends, where you'll find an exciting range of outdoor zones dedicated to a range of exhilarating activities. Plan ahead for workout classes and wellness-centric events at a location of your choice, and book your spots prior to arrival on www.dubaifitnesschallenge.com.

Take a break from the ordinary and opt for power-packed thrills at the **Mai Dubai Fitness Village Festival City Mall**. The centrepiece of the Village is a giant, state-of-the-art attraction, The Arch - home to 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. Join the IMAGINE Fitness Workout with Fitness First for an immersive 30-minute session that will leave you toned, energised and ready for more. Check out a packed calendar of dance and fitness sessions at the Etisalat Urban Fitness Theatre. Aspiring football and basketball stars can polish up their game skills and on-field tactics at the Urban Turf Football and Street Basketball zones.

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

Pack your beach gear and prepare for a sunny escape to the seaside at the **DP World Fitness Village Kite Beach**. This expansive area is packed with incredible workout opportunities for every level across fifteen distinct zones. Make a splash at Aqua Park, kick and punch with the combat club, battle it out in beach football, or take your pick from a range of ongoing classes led by top trainers and fitness experts. Choose from meditation, yoga, body attack, strength conditioning, HIIT, trampoline workouts, dance classes, functional training and so much more.

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

The **Emirates NBD Fitness Village Al Khawaneej** is a must-visit for cyclists keen on logging in their 30 minutes of daily activity on two wheels. Kids and adults can book bikes free of charge on a first-come, first-served basis. But that's not all! Stay tuned for exciting events and activations for the whole family to get active and have fun together. Whether the little ones want to perfect their parkour skills, test their endurance with climbing experiences, or simply try out some fun workouts with top trainers and fitness experts, there's plenty to keep everyone moving. *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

Discover free fitness and wellness training sessions, materials and guides to fuel your 30x30 journey throughout the whole month.

There's no shortage of free online classes and virtual sessions to get you moving and motivated. If you've been waiting to try out a new workout or reinvigorate your existing routine, explore **200 daily, online live classes and virtual sessions** hosted by Studios TV and Find Fit People on the DFC website. From 45-minute to hour long classes covering yoga, HIIT, barre and more, you're sure to find something you love while getting the chance to sweat it out in real time with others who are also pushing through the challenge.

Meet your fitness goals at home with **"Find Your 30"**, presented by Fitbit. Access workout videos, daily challenges, recipes, and advice on fitness, mental health and wellness and so much more - all at your fingertips. Kids can discover fun new ways to exercise too, with custom workout content from PJ Masks, Motiagate™ Dubai, IMG Worlds of Adventures and EA Sports FIFA 21.

Discover the city while on a workout with **"City is a Gym"**, presented by Etisalat. The platform transforms 30 iconic locations across the city into hi-tech workout stations, with training guides specially designed by top local trainers. Sweat it out amid scenic urban spaces with calisthenics, combat HIIT, dance routines and so much more.

From video workout programmes, to step-counting and mapped running routes, DFC's **global fitness apps** are sure to keep you moving as well. Choose from Fitbit Premium, NEOU, Steppi, Sweat, Sworkit, Daily Burn, FIIT or Les Mills on Demand and enjoy it free for the full duration of the Challenge.

COMMUNITY FITNESS HUBS

Diversify your workout routine with something new 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
20 - 28 Nov <i>6:00am - 8:30pm</i>	d3 Fitness Hub: Try out a range of fun activities at d3's outdoor workout space, set to host fitness activations exclusively for DFC 2020. Choose from running, air badminton, basketball, body combat and volleyball.	Dubai Design District (d3)
21 - 27 Nov <i>6am - 8am; 6pm - 9pm</i>	Dubai Sports City Fitness Hub: As one of Dubai's most active destinations, Dubai Sports City is now taking its fitness platform to another level by hosting fitness sessions for the whole family, a 5k community fun run with Ultimate Athletics, a cycling event - Dubai Pulse Ride with The Cycle Hub, and much more.	Dubai Sports City Sports Park, Mohammed Bin Zayed Road
until 23 Nov <i>5:30pm - 6:30pm</i>	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
until 23 Nov <i>4:00pm - 8:00pm</i>	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 <i>all day</i>	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

With something to suit every age and ability, there's plenty of citywide events to get everyone in the DFC spirit as well. Get ready for the toughest and most enjoyable test of strength and stamina with the **Under Armour Dubai Fitness Challenge**, sign up for a thrilling run past scenic sandscapes with the **Al Marmoom Dune Run**, gear up for a fun day out with the whole family at the **Skechers Performance Run 1** and so much more. Here's what else to look forward to during this week:

DATE	EVENT	LOCATION
20 Nov <i>8am - 6pm</i>	<u>Under Armour Dubai Fitness Challenge:</u> Get ready for bootcamp-style workouts and races that'll test your speed, stamina and strength. Prepare to fill wheelbarrows, crawl under cargo nets, pick up sandbags or submerge yourself in an ice bath. By the day's end, a male and female winner will be crowned as the Under Armour Athletes of 2020.	Kite Beach
20 Nov <i>6:30am onwards</i>	<u>Al Marmoom Dune Run:</u> An exciting event on Dubai's race calendar, this desert dune run takes aspiring and regular marathoners past scenic sandscapes and around the lakes of the Al Marmoom Desert Conservation Reserve. Organised by the Dubai Sports Council, this five-kilometre race across hard and soft sand is open to 15 years and older.	Al Marmoom Desert Conservation Reserve
20 Nov <i>6am</i>	<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 20 November. Open to all ages and abilities, across 2.5km, 5km and 10km distances.	The Ripe Market, Dubai Police Academy
until 21 Nov <i>3pm - 3:45pm</i>	<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
28 Nov <i>7am</i>	<u>Spinneys Family Fun Run 3:</u> The third Spinneys Family Fun Run invites all ages and levels of runners to make the most of Dubai's winter weather. Start with the single 2.2km lap to get into the racing spirit or dial up the stakes on the 4.4km route.	Dubai Silicon Oasis
every Saturday, until 28 Nov <i>9:30am - 11:30am</i>	<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 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.	Dubai Sports World
until 28 Nov <i>8am - 11:30pm</i>	<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 <i>7am</i>	<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 <i>11am - 12:30pm</i>	<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	Mall of the Emirates: 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 <i>Fri: 9am-10am</i> <i>Sat: 5pm-6pm</i>	City Walk: 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	Dubai Marina Mall: 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	The Dubai Mall: 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

BAG A BARGAIN AND WIN

The DFC Race to 4,500 Shoes with Skechers & Athlete's Co. is on from 19 to 21 November. Shop for trainers and save big with offers starting at AED199 per pair. Walk out a winner as one of the 10 lucky shoppers to win a total of 30,000 Club Apparel points (worth AED 3,000 each).

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).