

The challenge is on! Dubai Fitness Challenge brings free fitness events and activities to the city

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Dubai Fitness Challenge (DFC), the annual citywide celebration of all things fitness, has kicked off in full swing for its fourth edition with an action-packed calendar of free events, sports activities, health and wellness programmes and virtual sessions. It has never been easier for people of all ages, abilities and levels to find the motivation to keep moving, discover a passion for fitness and commit to 30 minutes of daily activity for 30 days.

NEW IN 2020

Lace up and get ready to celebrate your personal best with the city's biggest, free-to-enter, fun run – the **Dubai Run presented by Mai Dubai**. To help everyone put their best foot forward, six **28-day training programmes** have now been launched, specially curated by some of the region's leading professional coaches and athletes. Join Manal Rostom, Tania Lolla Kaddoura, Abdullah bin Hajjar, Luke Mathews, Lee Ryan and Luke Gaffney as they lead participants every step of the way with their training guides for 2km, 5km and 10km distances.

Training programmes are free to access on the DFC website.

For those looking to make their sightseeing adventures more invigorating, free, weekly guided **Dubai Running Tours** provide a unique, on-foot perspective of iconic landmarks and scenic locales across the city. Organised in partnership with Arabian Adventures and sports brand ASICS, choose from three different routes with varying difficulty levels – an exciting, self-guided, 3km 'treasure hunt' style quest in the Dubai Creek area; a 5km fun run around Burj Lake in Downtown Dubai; and an advanced 10km beach run along Kite Beach.

Tours across 5km and 10km are available every day at 6am. Self-guided, 3km, tour can be accessed for free on the Questo city explorer mobile game.

FLAGSHIP ELEMENTS

Make the most of the sun, sand, sea and surf at the **DP World Fitness Village Kite Beach**. Fifteen distinct zones provide a plethora of activities and experiences for all ages – from intense HIIT workouts and family fun at 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. There's also a dedicated DP World women's fitness pavilion, with facilities dedicated to women-only workouts.

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

The **Emirates NBD Fitness Village Al Khawaneej** celebrates the benefits of pedalling your way to health, with an array of bikes available for half-hour slots. Daily group classes, open workouts, junior bootcamps, functional training, low climbing walls and parkour obstacles also promise lots of fitness fun for the whole family. Dedicated workout programmes for ladies are also available at the upgraded DP World women's fitness pavilion.

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

The **Mai Dubai Fitness Village Festival City Mall** is set to be the newest adventure spot for the whole family when it opens on 6 November. The centrepiece of the Village will be The Arch, a giant state-of-the-art multi-purpose iconic venue. The attraction will host four adrenaline-fueled activities – a 9-meter-high outdoor climbing wall, a tandem 250-meter zipline that takes you alongside the iconic Dubai Festival City fountain, a 4m and 6m bag jump, two quick flights and the region's largest mobile pump track. In addition, four exciting activity zones with football, basketball and a workout stage will entertain and excite one and all.

Mai Dubai Fitness Villages Festival City Mall will welcome visitors from 6 November, from 2pm-10pm, Sundays to Wednesdays; 2pm-midnight on Thursdays; and 12noon-midnight on Fridays and Saturdays.

COMMUNITY-FOCUSED FITNESS

To spark the active spirit amongst even more people across Dubai and provide participants with the chance to experience free-to-attend activities within close proximity, DFC is introducing **ten Fitness Hubs**. Residents can access a wide spectrum of free activities, specialised zones, professional trainers and world-class facilities. Over the next two weeks, the below fitness hubs will be active:

DATE/TIMING	HUB	LOCATION
until 7 Nov 4:30pm – 7pm	Gate Avenue Fitness Hub: Try out more than 20 free classes, including HIIT, Pilates, cycling, yoga, Zumba and more.	Gate Avenue, Zone B, DIFC
until 7 Nov 6am – 10pm (Fri: 6am – 6pm)	Hamdan Sports Complex Fitness Hub: Check out a packed week of sports and activities at the Middle East's largest indoor sports venue. Make the most of three Olympic-sized swimming pools, badminton courts, gym and sauna facilities.	Emirates Road Exit 611, Opposite Global Village

6 – 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
6 – 26 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
8 – 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
8 – 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

Dubai Fitness Challenge will also unite the city with diverse fitness and wellness events – from the return of the **OMEGA Dubai Moonlight Classic** and the **JLL Triathlon Series – Race 2** to plenty of ways to take a break from shopping and work up healthy sweats at malls across the city.

Here's what else to look forward to during the first and second week of DFC 2020:

DATE	EVENT	LOCATION
until 6 Nov	OMEGA Dubai Moonlight Classic: The world's first professional day-night golf tournament returns to Dubai's renowned golfing calendar. Witness leading female professional golfers swing to victory, including Minjee Lee, Georgia Hall and Lydia Ko, joined by defending champion Nuria Iturrioz, Solheim Cup player Charley Hull and more.	Emirates Golf Club, Emirates Hills
6 Nov	JLL Triathlon Series - Race 2: A favourite amongst athletes in Dubai, the event features Super Sprint, Sprint and team triathlons, with seven categories distributed by age. Sign up with colleagues or friends for the team challenge.	JA The Resort, Jebel Ali
6 Nov 6:30am	DXB Ice Warrior Challenge: Back for its 11th edition, snow enthusiasts will battle through sub-zero temperatures and take on up to 24 icy obstacles at Ski Dubai's Commando Assault Course. The more athletically-inclined contestants can sign up for the Elite division, while those who want to compete in an all-female atmosphere can benefit from the Ladies Only edition. Open for ages 15-60 years.	Ski Dubai, The Dubai Mall
until 21 Nov 3pm – 3:45pm	City Centre Deira: 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
until 28 Nov 7am	Dubai Festival Plaza: Stay zen and feel refreshed with free, daily yoga sessions, as part of the 'You Gotta Nourish to Flourish' series.	Dubai Festival Plaza
until 28 Nov 11am – 12:30pm	Nakheel Mall: 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	City Centre Mirdif: For some free fitness fun for kids, children aged 6-12 can train with certified coaches at Mirdif Camp. Fitness enthusiasts can also take advantage of two-hour Monday morning workouts with Fitness	City Centre Mirdif

	First trainers and get the day started on an energetic note.	
until 28 Nov	Mall of the Emirates: Transform your visits to the mall into a structured fitness regimen with plenty of gym and fitness experiences at Mall of the Emirates. Be the first ones 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 - all you have to do is upload your fitness and wellbeing video on Instagram, with the hashtag: #thesweatlifeme.	Mall of the Emirates
6-28 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

VIRTUAL FITNESS

For those looking for premium fitness content and trusted information to craft their individualised fitness programmes, the return of DFC's "Find Your 30" virtual content hub means anyone, anytime, anywhere can stay motivated throughout the month. There's plenty in store for the kids too, with custom workout content from PJ Masks, Dubai Parks and Resorts, IMG Worlds of Adventures and EA Sports FIFA 21. The free-to-access, one-stop destination can be accessed on the DFC website.

The hub also features "Etisalat City is a Gym", a personal training buddy that manifests as a virtual map of the city. 30 free zones are highlighted at different venues, with each location housing a special QR code. Upon scanning, participants are directed to a 30-minute workout video unique to that location, crafted by leading fitness instructors.

DFC participants can also unlock free, 30-day access to leading **global fitness apps**. Fitbit Premium, NEOU, Steppi, Sweat, Sworkit, Daily Burn, FIIT and Les Mills on Demand are on hand to help guide users along the path to better health and wellness.

To truly keep at-home fitness in check, more than **200, daily, online live virtual sessions** are also available for free on the DFC website, hosted by Studios TV and Find Fit – be it HIIT, Yoga, indoor cycle, Barre or Pilates.

SAVE BIG

DFC is bringing the best deals to town across brands covering sports goods, health products and more. Mark your calendars for Beat the Clock deals across Rivoli, Rivoli EyeZone and Hour Choice stores. Each in-store offer is time-bound, taking place for select hours on a given day only. Head over for fantastic discounts on top luxury sports eyewear and watches from brands like Longines, Tissot, Timberland, Puma and Adidas - to name a few. What's more, AED60,000 of Rivoli Gift Vouchers are up for grabs in prizes, with 30 lucky shoppers standing a chance to win between AED1,000 to AED5,000 during the promotion.

Register now and commit to 30 minutes of activity for 30 days during DFC 2020. 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, 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).