

Get your fitness fix for free this Dubai Fitness Challenge with global workout apps

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Delivering on its promise to make fitness easy and accessible to all, Dubai Fitness Challenge (DFC) 2020 has teamed up with leading workout apps to guide everyone on the path to better health and wellness. Fitbit Premium, Daily Burn, FIIT, Les Mills on Demand, NEOU, Steppi, Sweat and SworKit can now be accessed for free throughout the duration of the Challenge, ensuring the whole city has even more reasons to stay motivated with digitised fitness experiences and studio-style workouts any time, anywhere.

Choose from a wide selection of premium fitness content and diverse workouts for free, shaped by world-class trainers and instructors to help users turn up the pace in any space – from video workout programmes, step-counting and mapped running routes, to bodyweight workouts, yoga, meditation, HIIT, core and strength sessions at home.

Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE), commented: “Inclusivity, accessibility and sustainability are defining characteristics of the Dubai Fitness Challenge. Each year, people from all walks of life - regardless of their experience or abilities - are able to make fitness an integral and enjoyable part of their lives. This year is no different. Driven by the support of our global partners and industry leaders, we are proud to empower participants with even more, free-to-access, digital experiences that can help them navigate their personal fitness journeys both during DFC and well beyond. Customisable, on-demand programmes across our app partners enables everyone across the city to access unique content that is tailored to their interests and comfort levels. People looking to try a new routine can find security in beginning a new regimen in the comfort of their homes or push themselves to experiment with higher intensity workouts at their own pace. This is your chance to take your fitness journey to the next level – whenever and wherever you like.”

FITBIT PREMIUM

Say hello to one of the world’s leading apps for health and fitness. Use the Fitbit Premium app even without a Fitbit device to join the community to track your stats and stay motivated. Or get a Fitbit tracker or smartwatch to see how your activity, workouts, sleep, nutrition, and stress all fit together. Either way, you will find the information and inspiration you need to reach your goals – all in one place. Start a free 90-day trial of Fitbit Premium and unlock more personal guidance in the Fitbit app. Get deeper, personalised insights you can turn into action, and follow guided programmes to help you build healthy habits. Plus,

access hundreds of workouts, calm your mind with meditation tracks and find extra motivation with Premium challenges.

Commenting on Fitbit's support of the Dubai Fitness Challenge, **Des Power, SVP and Managing Director of Fitbit International**, said: "Our mission to make everyone in the world healthier has never been more important than it is today. Our lives have changed dramatically in recent months and supporting each other to stay healthy and active during this time has become more important than ever. By bringing people and communities together to motivate each other through fun events and challenges, the Dubai Fitness Challenge is a great initiative in which everyone can participate."

DAILY BURN

Daily Burn offers thousands of workouts on-demand and provides personal fitness guidance, encouragement, and motivation to help those from all levels and lifestyles achieve everyday victories. *Daily Burn 365*, which features different live workouts everyday at 9:00 AM ET, aims to help you move better, feel better, and live a healthier lifestyle. You can also access their full library of past workouts anytime. *Daily Burn at Home* offers over 2,000 curated videos and audio-based classes featuring a variety of programming including total-body workouts, barre, kickboxing, prenatal, meditation, strength, and Pilates training. Plus, programmes and collections are always being added.

Blake Sedberry, VP of Business Development at Daily Burn, added: "It's clear that now more than ever, fitness is critical for our mental and physical health: 96% of recently surveyed members said their mental health benefited from Daily Burn workouts. We're thrilled to bring thousands of safe and on-demand workouts, with no equipment needed, to Dubai Fitness Challenge participants."

FIIT

The FIIT app divides exercises into three simple 'studios': cardio, strength and balance – including core strength, yoga and pilates. There's something to suit every fitness level – all you need is a 2mx2m space and a smart device to get going. Enjoy over 600 classes, free for 30 days, and follow more than 20 programmes from top trainers - with the option to connect with a fitness tracker for live stats, progress and leaderboards in group workouts.

Ian McCaig, Co-Founder of FIIT, commented: "We are excited to be part of the Dubai Fitness Challenge as the initiative really aligns our mission of making exercise a habit for everybody. The community will get 30 days free access to train with 35 of the most in-demand trainers across a range of different disciplines from HIIT to Yoga."

LES MILLS ON DEMAND

Enjoy access to 1,000+ online workouts – including yoga, strength, cardio, HIIT, dance and more, with world-class instructors. All workouts are scientifically designed and proven to get results - from beginner to advanced, 3-12-week, plans to help achieve individual goals. Join the digital evolution, start your fitness journey today and access all classes from the comfort of your home.

Glen Stollery, CEO of Les Mills India, Middle East and Africa, added: "At a time when health is everyone's top priority, the COVID-19 outbreak is ushering in Fitness 2.0 – an age where people can work out wherever and whenever they want. This trend has been building for a while. We knew that 85% of gym members were already working out at home as well, but digital workouts have exploded in the past few months – over 900% in Dubai, with women really driving this trend. We believe gyms will always be the pinnacle of live fitness experiences and I'm sure everyone will be desperate for social workouts once lockdowns are lifted. But the digital fitness boom is helping to break down barriers to fitness for people you might not typically see in the gym and that's really exciting."

NEOU

Taking the DFC philosophy of "wherever you are" to heart, NEOU has both live-streaming and on-demand content with thousands of fitness classes from 100+ studios and instructors. The personalised fitness experience can be fully tailored to your preferences and goals. The NEOU team have even created a custom 30-day challenge just for DFC participants

Nathan Forster, CEO and Co-Founder, said: "We are excited to give the residents and visitors of Dubai the opportunity to pursue an active lifestyle by using NEOU. We will provide members a content-focused marketplace for digital fitness and wellness, which will give them a variety of classes to pick from, as well as an unparalleled user experience. We believe NEOU will strengthen the DFC community and we couldn't be more thrilled to be a part of this."

STEPPI

A home-grown UAE app that mixes fitness with leisure. Get rewards for being active by simply syncing your daily steps with your smartphone or fitness wearable to earn savings on restaurants, cafes, and a host of other venues across Dubai. See how you rank up against other residents by joining fun challenges or create private ones with your family and friends – entirely for free! Get your 30 minutes of daily activity by joining STEPPI's 30 Days of Virtual Challenges on the app. Join the UAE's largest fitness community in a challenge to complete different goals everyday according to the number of steps, active minutes, distance or calories burned.

STEPPI is expecting 1,000+ local companies to confirm their participation in the Dubai Fitness Challenge this year through their app. **Milos Savic, Co-Founder, Steppi** said: "Our aim is to help people stay active anytime from wherever they may be, and this month of Dubai Fitness Challenge is the perfect opportunity to realise our goal of a more active world, as we've partnered with many top brands – both local and international – who are just as excited as we are to incentivise people's fitness activities. Companies in the region want to encourage their employees to become more active and thus healthier, but the organisations we work with are looking for the most experienced providers in the region who can support their wellness needs and digitalise their initiatives, and this is where we step in. We look forward to more in the next coming weeks as organisations start to see the benefit of rewarding employee activities."

SWEAT

Work out at home with the world's largest female fitness community with SWEAT, designed to help get ladies stronger and fitter each week. From workout videos to weekly meal plans, get empowered to leap ahead in your wellness journey, embrace new challenges and level up your workouts. An all-female support forum is also at hand, led by celebrity trainers Kayla Itsines, Kelsey Wells and more.

Kayla Itsines, Fitness Trainer and Co-Founder of the SWEAT app said: "As we continue to live and work from home during the pandemic, it is so important to look after your health and fitness, and digital fitness apps like SWEAT allow you to workout at a time and place that suits you. Although we can't physically connect with our Dubai community this year, we are so excited to provide 1-month free app access to SWEAT for new members and provide women with the tools and confidence to keep them motivated and active beyond the 30 days of Dubai Fitness Challenge."

SWORKIT

SworKit gives you the power of choice. video-guided, precision-timed, sports scientist-approved workouts for both adults and kids give anyone in the family the perfect opportunity to start and continue a healthy habit of daily exercise - helping you trim fat, pack on muscle, or just loosen up. The app's customised programmes means you can fit a solid, targeted workout into whatever time you can find - whether five minutes of peace before the family wakes up, or a 30-minute sweat-sesh. Simply choose the kind of routine you want - strength, cardio/HIIT, yoga, or stretching - and enter how many minutes you have. With an average rating of 4.6 with over 100,000 5-Star reviews, SworKit is the perfect choice for at home and or on-the-go workouts.

Ryan Hanna, Co-Founder, SworKit, concluded: "SworKit is thrilled to be partnering with the Dubai Fitness Challenge. This challenge has enabled us to build long-lasting partnerships to support schools, businesses, and individuals in Dubai now and in the future to address our shared mission to support the long-term well-being of all generations."

Access full details on www.dubaifitnesschallenge.com.