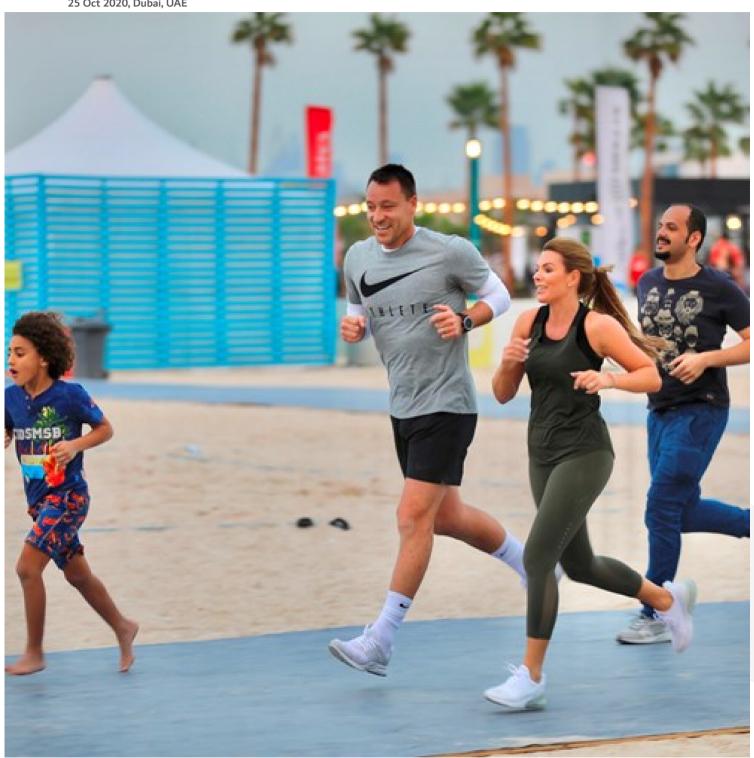# Dubai Run to turn the whole city into a running track on 27 November 2020

25 Oct 2020, Dubai, UAE

The Dubai Fitness Challenge (DFC) is bringing the biggest citywide fun run to residents and visitors with Dubai Run, presented by Mai Dubai, in association with Fitbit and Cigna. On 27 November, the entire city will become a personalised running track for all ages, abilities and fitness levels; giving everyone exciting new reasons to join the flagship fitness movement launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai.

Everyone from young adults, teenagers, families, older residents and people of determination are invited to celebrate their new personal best with the Dubai Run - be it the first, fastest or farthest stretch.

Registration is now open on **www.dubairun.com**.

Run, jog or walk along your preferred route, distance, location and starting time with your friends and family, and have fun. From Jebel Ali to Jumeirah; Downtown to Dubai Creek - the track is yours to choose in any community or neighbourhood.

To help first-time and routine runners put their best foot forward for the Dubai Run, DFC is launching six 28-day training programmes that have been specially curated by some of the region's leading professional coaches and athletes. Coaches include Manal Rostom, Tania Lolla Kaddoura, Abdullah bin Hajjar, Luke Mathews, Lee Ryan and Luke Gaffney.

The training programmes will be available on the Dubai Run website and will provide expert support and mentoring to get you ready to run Dubai. The programmes feature a variety of step-by-step fitness guides for all levels - regardless of whether you're looking to kick-start your running journey with a 2km course, master a 5km run or take on a 10km challenge.

His Excellency Saeed Hareb, General Secretary of Dubai Sports Council, commented: "Inspired by the vision of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, Dubai Fitness Challenge has become one of the most anticipated events on the city's calendar. It is a true testament to Dubai's ever-growing dedication to physical and mental well-being, pioneering innovative, unique and diverse fitness programmes to inspire a community that is happy and healthy, and among the most physically-active in the world. The Dubai Run 2020 marks another milestone in achieving this ambition, calling upon all citizens, residents and visitors to unite in spirit and boost their collective physical activity."

Inviting the city to get into their stride, **Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE)** said: "In line with the visionary leadership of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, Dubai Fitness Challenge saw a spectacular display of community spirit and enthusiasm last year as the city's main artery, Sheikh Zayed Road, was taken over by more than 70,000 runners. This year, we are excited to witness another spectacle of true determination as the whole city transforms into the biggest running track for all. Dubai Run will unite every individual in an unbeatable community atmosphere, championing inclusion for people of all abilities and fitness levels - from the young to the young at heart, first-time runners to seasoned pros, and to those achieving personal goals."

Celebrating the city's resilient spirit, Dubai Run has partnered with Dubai Cares to support students whose lives have been disrupted by this year's challenges. While the event remains free-to-enter, participants are invited to support "Education Uninterrupted", a nationwide fundraising campaign that tackles the impact of the COVID-19 outbreak on the education of children and youth in the UAE.

DFC is committed to creating a safe environment for one and all to be physically active. Public health and safety will remain paramount throughout the programme, with individuals advised to ensure all runs strictly follow preventative regulations as issued by the Dubai government, including social distancing.

Visit the Dubai Run website **www.dubairun.com** for more details and to register.