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Press Release

THE ALL-NEW DUBAI FITNESS APP LAUNCHES OPEN REGISTRATION FOR THE CITY TO TAKE THE DUBAI FITNESS CHALLENGE 2018

- Registration for Dubai Fitness Challenge 2018 is now open via the new Dubai Fitness App
- Bringing the world of fitness to users' fingertips, the Dubai Fitness App can monitor daily activity, sync to their fitness trackers, find free city-wide classes, create and join social fitness groups and be a fitness companion for life
- Compatible across all devices, the 2018 edition of the Dubai Fitness App is available free on iOS Apple Store and Google Play

Dubai, United Arab Emirates –22 October 2018: Dubai Fitness Challenge (DFC) has officially released its latest mobile application to power the initiative for its second consecutive year from 26 October to 24 November 2018 and be a lifestyle enhancer for users beyond the festival as well. In the spirit of being an inclusive city movement towards health and happiness for all, registrations have now been fully enabled on the Dubai Fitness App for everyone over 13 years – regardless of fitness level or abilities – opening up a full 30-day action packed calendar of fitness events, classes and activities to all participants. Aiming to hit one million registered participants for the 2018 edition, people need to just commit to a minimum of 30 minutes of daily activity for 30 days as part of the challenge and get moving to take Dubai a step closer to becoming the most active city in the world.

The Dubai Fitness App will be the digital pulse at the heart of all the action, serving as the essential fitness companion for all participants with a host of features designed to make it even easier to maintain momentum, stay motivated, inspire others – all while being immersed in the extensive programme of fitness and sporting activities available throughout the month across the city. In addition, users can also enjoy the exciting deals and promotions across a wide range of retail, sports and fitness providers, and F&B outlets.



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The App will feature a full schedule of events, classes and activities during the Dubai Fitness Challenge including two unmissable signature programmes – the opening and closing weekend fitness carnivals – five exciting and diverse themed fitness villages and over 4,000 free classes at more than 250 locations across the city. Fitness enthusiasts will be able to sync the Dubai Fitness App with other top fitness apps such as Fitbit, Strava and Apple Health, while those seeking to broaden their outreach to the city’s fitness community can join and create networks via dedicated social fitness groups, follow their friends and share their own progress. All registered participants will be able to record their activity using the GPS tracking function or manually log and record their workout using an exhaustive list ranging from boxing, yoga and HIIT/Circuit training to Zumba, biking, walking and much more. Participants can also challenge themselves and see where they stand in their group leaderboards, as well as get motivated by viewing Dubai’s overall achievements and their contribution to it. In addition, businesses and organisations can engage in some friendly competition with similar-sized entities and monitor their progress throughout the 30 days in comparison to their peers.

Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism said: “Last year we found that the Dubai Fitness Challenge App played a major role in inspiring participants to achieve their fitness goals. This year, we decided to take it a step further and create an app that lives beyond the festival. The 2018 Dubai Fitness App is hence fully redesigned to not just be the digital heartbeat of DFC but to bring a full range of easy and convenient features that allows users to continue their fitness journey after the 30 days. Of course as the first step, we encourage Dubai to download the app and register to take the challenge, commit to 30 minutes for 30 days and use this as your companion to meet and exceed that target. We have an ambitious – yet very achievable target – of one million participants this year, and with the new Dubai Fitness App we are confident that all users - residents and visitors, government, businesses and schools – will find it even easier to come together and create a truly all-inclusive movement towards a healthier and happier society.”



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His Excellency Saeed Hareb, General Secretary of Dubai Sports Council commented: “As a city-wide inclusive event, taking part in the Dubai Fitness Challenge was not limited to Dubai, as we saw participants from all over the UAE accepting the challenge. With the initiative gaining popularity on an international level and engaging participants from across the world, it was important for us to ensure that the App caters to everyone whether you’re a fitness aficionado or embarking on a more active lifestyle for the first time. One of the features incorporated this year is the option to create and join social fitness groups to bring the community together and motivate each other as we continue on our quest to be the most active city in the world.”

Running from 26 October to 24 November 2018, the Dubai Fitness Challenge is the world’s only multi-activity, month-long, city-wide fitness movement. This year, Dubai will continue its mission to be the most active city in the world, with a goal of over one million participants taking part in the initiative which offers an even more action-packed, entertaining and personally rewarding journey designed to engage all ages, abilities and fitness levels, across every community in Dubai. The time to pledge participation in DFC 2018 on the Dubai Fitness App is now and everyone – from young adults, families of all ages, people of determination, residents and visitors, to government agencies, businesses, fitness professionals and academic institutions – is invited to take the challenge.

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For more information, visit:

Website: www.dubaifitnesschallenge.com

Facebook: www.facebook.com/dubaifitnesschallenge

Instagram: [@dubaifitnesschallenge](https://www.instagram.com/dubaifitnesschallenge)

Twitter: [@dxbfitchallenge](https://twitter.com/dxbfitchallenge)

Hashtag: [#Dubai30x30](https://twitter.com/hashtag/Dubai30x30)

*For details of the full event / daily schedule visit www.dubaifitnesschallenge.com or check the Dubai Fitness App



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Note to Editors:

For further information, images and the full list of Dubai Fitness Challenge events, please contact: ASDA'A Burson-Marsteller on dfc@bm.com / +971 4 450 7600 or contact mediarelations@dubaitourism.ae

DFC 2018 Partners:

- Strategic Partners: **DEWA, Du, Dubai Sports Council, Dubai Tourism, KHDA, ENOC, Emirates NBD and RTA.**
- Official Partners: **Arabian Radio Network (ARN), DAMAN, Emirates Airlines, Glanbia, Mediclinic, NIKE, RAINBOW, Technogym, DAFZA, Dubai Chamber, Dubai Economic Department, Dubai Health Authority, Dubai Municipality, and Dubai Silicon Oasis.**
- Venue Partners: **Dubai Festival City, DIFC, DMCC, Emaar, Meraas and NAKHEEL.**
- Supporting Partners: **Decathlon, Events Security Committee, HUWAWEI, IFFCO, MAI DUBAI, Noon, and PEPSICO.**

About Dubai Fitness Challenge

Dubai Fitness Challenge has been created to motivate the people of Dubai to boost their physical activity and commit to 30 minutes of daily activity for 30 days. Running from 26 October to 24 November 2018, the Challenge encompasses all forms of activity – from beach cricket, cycling and football, to paddle boarding, team sports, walking and yoga, as well as everything in between. All are encouraged to participate individually or together with friends, family and colleagues, enjoying new and exciting ways to improve their fitness levels. Participants can track their performance on the Dubai Fitness App and help make Dubai the most active, healthiest, happiest, smartest city on the planet.