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## **Press Release**

# **DUBAI FITNESS CHALLENGE 2018 UNVEILS PARTNERS, SPONSORS AND SUPPORTERS WORKING TOGETHER TO MAKE DUBAI THE MOST ACTIVE CITY IN THE WORLD**

**Dubai, United Arab Emirates – 17 October 2018:** Dubai Fitness Challenge (DFC) – the hugely successful, flagship fitness initiative of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, prepares to open its second edition backed by some of the biggest names across government and private sector in the UAE. Reflecting the truly inclusive nature of the event and the ardent support it has received as a social movement for the people, DFC's official partners and sponsors are amplifying an action-packed programme, with Dubai Tourism and Dubai Sports Council working together to activate the challenge across the city.

From 26 October to 24 November, DFC 2018 will be running a full calendar of events and activities designed to get everyone from all segments of society active for 30 consecutive minutes for 30 days, taking Dubai a step closer to becoming the world's most active city. The festival is being championed by seven strategic partners – Dubai Electricity and Water Authority (DEWA), du, Dubai Sports Council (DSC), Dubai Tourism, Knowledge and Human Development Authority (KHDA), Emirates NBD and ENOC. Leading the way by delivering innovative and engaging activities for their employees, customers, families as well as motivating the wider community to commit to the challenge, partner programmes will bolster the strong DFC official calendar of events across Dubai, widening the individuals outreach to give even more individuals an opportunity to get moving, and make a commitment to lead a more active, positive and healthy life.

Dubai Tourism is managing the delivery of signature events for DFC including the Opening and Closing Carnivals and the five themed Fitness Villages across the city. **Ahmed Al Khaja, CEO, Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai**



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**Tourism**), commented: “Thanks to the pioneering vision of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai has been able to activate this global first city movement enabling positive lifestyle behaviours for a happier society. We are extremely privileged to be able to contribute to this important initiative both for its launch in 2017 and again this year, with a view to deepen and broaden its impact on the people of Dubai. In 2018, we want to build on the tremendous participant response from 2017 and inspire more people to be part of this movement towards a happier and healthier society by demonstrating how DFC can make a real and lasting difference to their lives. With a target of one million participants for the 2018 edition, we are encouraging all of Dubai and the broader UAE to get involved by expanding our accessibility, making it easier and more convenient for all ages and abilities. We are creating a host of activations, events and programmes with many free workshops and professional classes to provide everyone – from residents and visitors to employees, students, seniors and people of determination – an equal opportunity to be part of the challenge. With so much happening across the city, DFC not only presents a great platform to rally the city towards a happier community, but also showcases Dubai’s extensive sports, fitness, and outdoor lifestyle offerings to global visitors, as we continue our journey to become the most active city in the world.”





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Dubai Sports Council (DSC) is a government endorsee of DFC and has once again supported the creation of the calendar of events and fitness activities across the city. DSC is committed to developing and improving sports in Dubai, creating a comprehensive sports environment that meets the requirements of the society and paves the way for youth to cultivate their sporting and cultural talents. **His Excellency Saeed Hareb, General Secretary of Dubai Sports Council** commented: "Thanks to the vision and support of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, and the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai Government and Dubai Sports Council, Dubai has been transformed into a vibrant city with an annual sporting calendar of hundreds of events.



"The Dubai Fitness Challenge is a very important part of this calendar and was a huge success in the first year itself, encouraging hundreds of thousands to exercise 30 minutes a day for 30 days. The inaugural edition of the challenge made a huge impact on the community, encouraging members of our society - young and old, men and women and people of determination - to embrace physical fitness as a part of their daily routine and lifestyle.



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He concluded: “We at Dubai Sports Council are proud to partner this initiative to help achieve the lofty goals of Dubai as a city of sport, happiness, physical activity and positive energy. Promoting wellness and a physically active lifestyle has been our principal strategy from the outset. Dubai wants to be an example to the different cities of the world, a model city of health and wellbeing and this pioneering initiative will strengthen Dubai’s status as a city of sports challenges.”

With an innovative approach towards encouraging employees to lead a more active lifestyle, Dubai Electricity and Water Authority (DEWA) is supporting DFC for a second year and prides itself on its forward-thinking approach to employee welfare. **His Excellency Saeed Mohammed Al Tayer, MD and CEO of DEWA** said: “I thank His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum for his continuous support to sports in Dubai, and for bringing this challenge back in its second edition after the great success it achieved last year. This innovative challenge encouraged positive competition and motivated members of society to adopt a healthy and active lifestyle. Our goal this year is to encourage all DEWA employees and their families to be part of this pioneering initiative and support the directives of the wise leadership, making sport an essential part of the culture of the UAE society and Dubai one of the most active cities in the world. DEWA provides a positive and motivating work environment that contributes to achieving a healthy balance between employees’ professional and social lives, and encourages them to make physical activities an essential part of their daily lives since exercise promotes a healthy and vibrant lifestyle and boosts positive energy.”



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One of UAE's leaders in telecommunications, du, part of Emirates Integrated Telecommunications Company (EITC), is also back for 2018, placing an even stronger emphasis on its commitment to facilitating employee health and wellness. **Abdulwahed Juma, Executive Vice President, Brand & Communication at du** said: "We are proud to be playing a major role for the second year in a row at the Dubai Fitness Challenge, supporting the vision of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum to inspire Dubai to become the most active city in the world and lead by example. Last year, we encouraged our employees to take part in a variety of physical challenges, ultimately recording over seven million moves during the 30-day challenge. This year we are committed to doing even more as we promote health and wellbeing across the organisation and drive happiness amongst our employees".



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Commenting on its support for the Dubai Fitness Challenge 2018, **Dr Abdulla Al Karam, Director General of Knowledge & Human Development Authority (KHDA)** said: “Last year’s Dubai Fitness Challenge set out to encourage more Dubai residents to be active, but it achieved much more than that. It gave our community the chance to get together, make new friends and have fun, all while getting fitter. This year, we’re looking forward to an even bigger Dubai Fitness Challenge – trying more new activities, enabling more people to connect, and improving the physical and emotional wellbeing of even more residents. It’s wonderful to work with all our friends in Dubai Government to bring more happiness and wellbeing to everyone in Dubai.”



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The significant impact of DFC in 2017 has also encouraged other partners to pledge their support and help increase community engagement in 2018. Aligned with the government’s mission to promote health and wellbeing in the UAE this year, Emirates NBD is dedicated to developing innovative products and services that combine customers’ financial needs with their lifestyles. **Hesham Abdulla Al Qassim, Vice Chairman and Managing Director of Emirates NBD** commented: “Emirates NBD is delighted to partner with Dubai Fitness Challenge in support of the successful initiative led under the directive of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum. Our partnership builds on our commitment to promoting health and wellbeing across the UAE community, supported by our award-winning Fitness Account in addition to employee welfare initiatives. We are honoured to lend support to Dubai Government 2021’s long-term vision of creating a community of ‘Happy, Creative and Empowered People’ and look forward to an energising programme this year.”



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ENOC's support for the Dubai Fitness Challenge 2018 is in line with the Group's commitment to support programmes that are geared towards social wellness. **Saif Humaid Al Falasi, ENOC Group CEO** said: "We are proud to partner with Dubai Fitness Challenge 2018, an innovative fitness movement that motivates individuals and organisations to embrace a healthier, and more active lifestyle. Through our participation this year, we aim to encourage our stakeholders to commit to the 30-day fitness challenge and take advantage of the full programme's events and activities spread across the city. Supporting and participating in the much-anticipated initiative will enable us to actively contribute to a healthier and happier community."





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In addition to the 7 strategic partners, DFC 2018 is being strongly supported by a host of official partners that will be providing sports and fitness equipment, health checks, transportation and several other services and products. These include Arabian Radio Network (ARN), DAMAN, Emirates Airline, Glanbia, Mediclinic, NIKE, Rainbow, Technogym, DAFZA, Dubai Chamber, Dubai Economic Department, Dubai Health Authority, Dubai Municipality and Dubai Silicon Oasis. DFC will be taking place at locations across the city thanks to six venue partners who will be hosting major events including the Opening and Closing Carnivals and the Fitness Villages. The venue partners for 2018 are Dubai Festival City, Dubai International Financial Centre (DIFC), Dubai Multi Commodities Centre (DMCC), Emaar, Nakheel and Meeras. There are also a number of supporting partners motivating participants and facilitating events for the duration of the 30-day challenge including Decathlon, Events Security Committee, HUWAWEI, IFFCO, Noon, PEPSICO and MAI DUBAI. The endorsement and commitment of all strategic, official, venue and supporting partners and sponsors, further



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reflects the far-reaching enthusiasm and genuine motivation of all aspects of Dubai's society to get behind this first-of-its-kind city movement.

The time to pledge participation in DFC 2018 is now! Everyone from young adults, families of all ages, people of determination, residents and visitors, to government agencies, businesses, fitness professionals and academic institutions are encouraged to take the challenge. The Dubai Fitness App is available for participants to officially register and is available in the Apple and Google Play app stores. With several new features for quick and easy tracking of progress, discovering fitness events, classes and activities, as well as encouraging friends and family by social sharing functionality. Further details are available on the official DFC website [www.dubaifitnesschallenge.com](http://www.dubaifitnesschallenge.com)

Returning for its second consecutive year, 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 and an even more action-packed, entertaining calendar of as it seeks to engage all ages, abilities and fitness levels, across every community in Dubai.

**For more information, visit:**

Website: [www.dubaifitnesschallenge.com](http://www.dubaifitnesschallenge.com)  
Facebook: [www.facebook.com/dubaifitnesschallenge](http://www.facebook.com/dubaifitnesschallenge)  
Instagram: @dubaifitnesschallenge  
Twitter: @dxbfitchallenge  
Hashtag: #Dubai30x30

For details of the full event / daily schedule visit [www.dubaifitnesschallenge.com](http://www.dubaifitnesschallenge.com) or once live check the Dubai Fitness App.

**-Ends-**

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



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### **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.