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## **Press Release**

# **THE WALT DISNEY COMPANY CREATES A BESPOKE DUBAI FITNESS CHALLENGE WORKOUT PROGRAMME TO INSPIRE YOUTH TO MOVE WITH THEIR HEROES**

- In a first-of-its-kind collaboration, Dubai Fitness Challenge and The Walt Disney Company launch an exclusive 30-minute workout video for children aged five to 15, inspired by the most iconic characters and popular tracks from Disney, Marvel Studios and Disney•Pixar films
- The '30x30 with Disney' routine video encourages children to channel their inner heroes, keep moving and embrace an active lifestyle as part of their daily routine in line with the Dubai Fitness Challenge ethos of inclusiveness for all ages and fitness abilities

**Dubai, United Arab Emirates – 14 November 2018:** Dubai Fitness Challenge (DFC) and The Walt Disney Company have teamed up in a first-of-its-kind partnership, to get the youth of Dubai active and engaged, with an exclusive 30-minute workout video featuring some of the world's best-loved Disney, Disney•Pixar and Marvel stars. Debuted at the DFC Opening Weekend Carnival on 26 October 2018, the video is now running daily at four of DFC's Fitness Villages across the city and is also available on [YouTube](#); making it the perfect health buddy for kids to get their 30 minutes of fun and fitness each day.



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Dubai Fitness Challenge - 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 - encourages people of all ages, abilities and levels of fitness to commit to 30 minutes of exercise a day for 30 days. This global collaboration with The Walt Disney Company is based on a shared mission of encouraging societal wellness and spreading happiness particularly for the future generation.

The exclusive '30x30 with Disney' video brings the worlds of Disney, Marvel Studios and Disney•Pixar together in a fun, free and easy-to-follow workout format, which allows kids to be experimental and try various twists and turns without constraints as they create their own versions of their favourite character's signature dance moves.



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Specially designed for children and young people from five to 15, the '30x30 with Disney' video is inspired by moves from well-known Disney and Disney•Pixar characters from animated movies like *Aladdin*, *Mulan*, *Frozen* and *Monsters Inc.*, as well as everyone's favourite superheroes *The Incredible Hulk*, *Iron Man* and *Black Panther* from the much-loved Marvel Universe. Set to dynamic and immensely popular soundtracks from Shakira's *Try Everything* from *Zootopia* to *We Belong Together* by Randy Newman from *Toy Story 3* and the theme from Marvel's *The Avengers*, the series is structured in 3-parts of 10-minute segments each, so kids have a familiar and upbeat way to get dancing, skipping and jumping their way to fitness.

The energetic workout initiative forms part of Disney's ongoing commitment to use the power of its storytelling to inspire families to lead healthier lifestyles. Led by kids and designed for kids, the video breaks down each 10-minute workout into varied 60-second routines, making them easy to learn and helping take kids' fitness to the next level. Each of the 10-minute sections feature their own distinct Disney style:

- **Part 1:** Disney-inspired workout routine



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- **Part 2:** Disney•Pixar-inspired workout routine
- **Part 3:** Marvel Studios-inspired workout routine

By the end of the 30-minutes, kids can feel a sense of achievement and understand that fitness can be both magical and fun. Schools across Dubai will also be using the '30x30 Disney' video to get their students active and involved in the Dubai Fitness Challenge, thanks to the Knowledge and Human Development Authority (KHDA) and Ministry of Education.

If you're not already involved in the Dubai Fitness Challenge, the time to pledge participation is now! Running every day until 24 November, DFC offers a wide array of free activities and an action-packed programme that caters to everyone from young adults, families of all ages, people of determination, residents and visitors, to government agencies, businesses, fitness professionals and academic institutions. The Dubai Fitness App is available for participants to officially sign-up 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, 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 events as it seeks to engage all ages, abilities and fitness levels, across every community in Dubai.

**- Ends -**

**For more information, visit:**

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



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

#### **Notes to Editors:**

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

#### **DFC 2018 Partners and Sponsors:**

- Strategic Partners: **DEWA, Du, Dubai Sports Council, Dubai Tourism, KHDA, Emirates NBD, ENOC and RTA.**
- Official Partners: **Arabian Radio Network (ARN), DAMAN, Emirates Airline, Glanbia, DP World, Mediclinic, NIKE, RAINBOW, Technogym, DAFZA, Dubai Chamber, Dubai Economic Department, Dubai Health Authority, Dubai Silicon Oasis, Dubai Municipality and Dubai Opera.**
- Venue Partners: **Dubai Festival City, Dubai International Financial Centre, DMCC, Emaar, NAKHEEL and Meeras.**
- Supporting Partners: **Decathlon, Events Security Committee, HUAWEI, IFFCO, PEPSICO and MAI DUBAI.**
- Official E-Commerce Partner: **Noon.com**

#### **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.