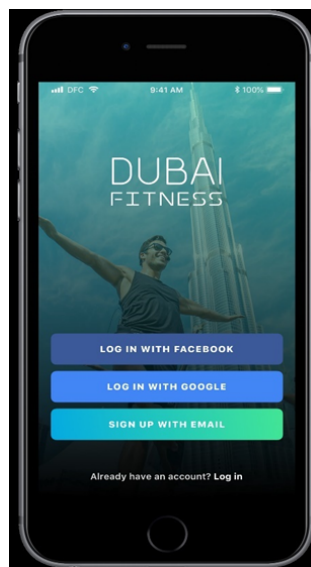




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Video release

YOUR ESSENTIAL GUIDE TO THE ALL-NEW DUBAI FITNESS APP



LINK TO DOWNLOAD VIDEO: <https://we.tl/t-P7cLSw8xYy>

Dubai, United Arab Emirates – 08 November 2018: The Dubai Fitness Challenge is back in full swing, running from 26 October to 24 November 2018, with an action-packed public engagement programme and an exciting calendar of fitness events, classes and activities across the period for everyone to enjoy.

In the spirit of being an inclusive city movement towards health and happiness for all, registrations have been fully enabled on the Dubai Fitness App for everyone over 13 years – regardless of fitness level or abilities. Bringing the world of fitness to users' fingertips, the Dubai Fitness App is the digital pulse at the heart of all the action, serving as the essential fitness companion for all participants with a host of features



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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.

The App features a full schedule of events, classes and activities during the Dubai Fitness Challenge including five exciting and diverse themed fitness villages and over 4,000 free classes at more than 250 locations across the city. Fitness enthusiasts can 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.

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.

-Ends-

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 further information and images, contact: ASDA'A BCW on dfc@bm.com / +971 4 450 7600 or contact mediarelations@dubaitourism.ae.

DFC 2018 Partners and Sponsors:

- Strategic Partners: **DEWA, Du, Dubai Sports Council, Dubai Tourism, KHDA, Emirates NBD, ENOC and RTA.**



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- 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.