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Listings Release

DUBAI FITNESS CHALLENGE 2018 CLOSING CARNIVAL TO CELEBRATE DUBAI'S 30X30 FITNESS HEROES

- Dubai to celebrate the final stretch of the 2018 Dubai 30x30 journey at the Closing Weekend Carnival this Friday 23 November and Saturday 24 November
- Programme to feature fitness classes and entertainment including NIKE energising classes, LED Running Wall, obstacle course and the AFC (Asian Football Cup) Interactive Road show
- Burj Khalifa to light up with a stunning LED show celebrating the achievements of DFC 2018



Dubai, United Arab Emirates – 21 November 2018: A dazzling Closing Carnival presented by Emirates NBD in association with EMAAR will mark the end of another successful Dubai Fitness Challenge (DFC) this weekend. The two-day event, which will be held at Dubai's most spectacular venues, **Burj Park and**



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Dubai Opera in Downtown Dubai, will take place on Friday 23 November from 2pm to 10pm, and Saturday 24 November from 1pm to 8pm. The whole city is invited, and Carnival goers of all ages and fitness abilities will enjoy a huge range of exciting activities including fitness classes and a chance to win at many competitions.



Burj Park, Downtown Dubai will be packed with free fitness classes, fun events and activations throughout the two-day extravaganza across various zones including:

- Emirates NBD **LED Running Wall** where you can test your speed as you race human and animal characters
- **Obstacle course** packed with challenges including balancing beams, jumping blocks, tyre run, quad steps, rope crawl, and jumping blocks
- Interactive **Virtual Reality (VR) Sports Pavilion** where you can complete a series of fitness related challenges



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- **Kids Zone** where the little ones can try their hand at swing ball, football darts, toddlers' gym, junior obstacle course, table tennis, mini cricket and trampolining
- **Asian Football Cup (AFC) Interactive** area including a crossbar challenge and the chance to win tickets to games to be held in January 2019
- **Skateraati Roller-skating Park and Disco** where you can get some wheels on and skate the afternoon and evening away
- **Mediclinic** will offer free health tests whilst **Anatomy Rehab** will offer free physiotherapy and sports massage services
- Exclusive **Disney 30x30 video workout** where the whole family can get moving and transform into your all-time favourite characters and superheroes



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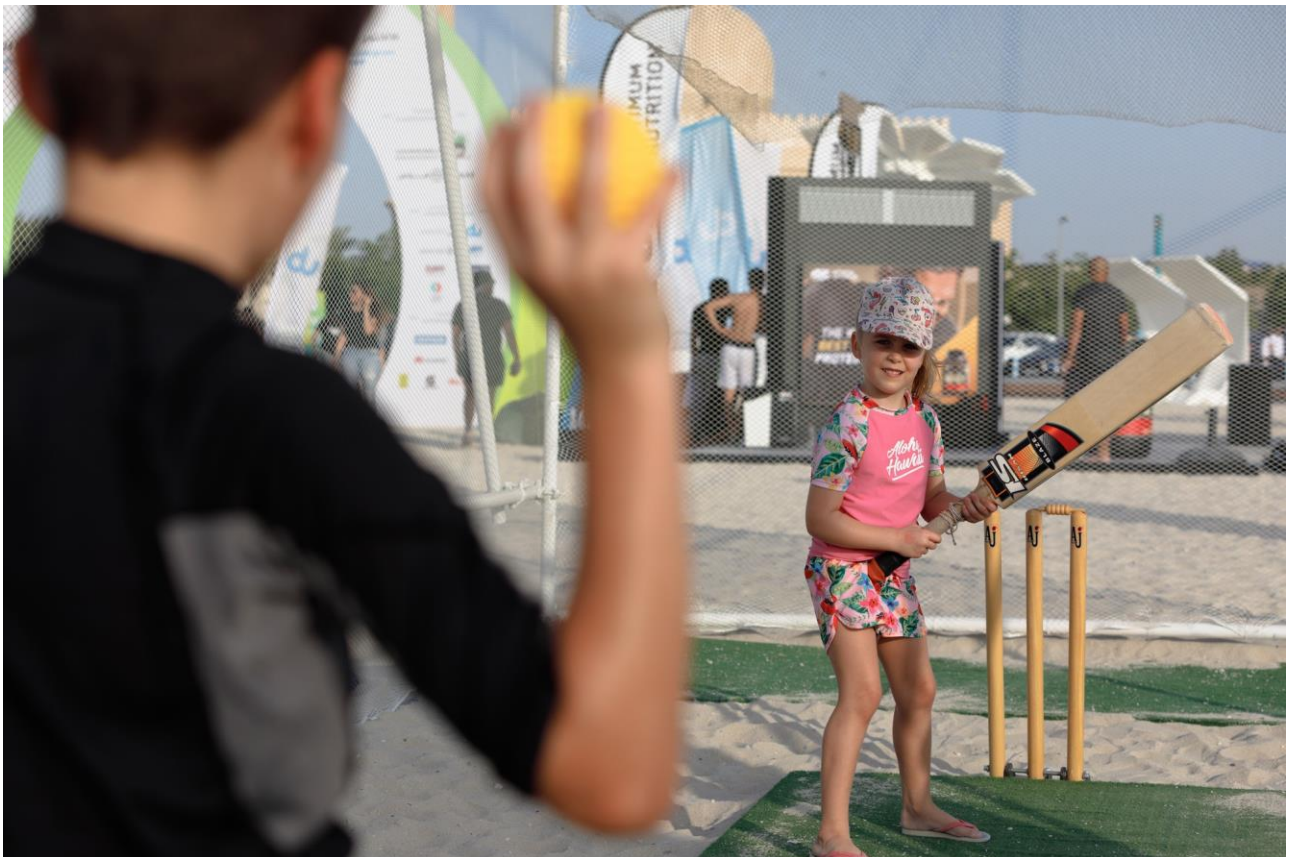




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Highlights on the main stage include:

- 27 fitness classes
 - Hip Hop by **Hip Hop Cardio**
 - **Steel Combat** by Omar Mosaly
 - **Artistic yoga** by Bharat Thakur
 - **HIIT Pilates** by Lily Sabri
 - **NIKE trainers energising classes** and
 - **Boxing** by NRG
- MC **Kris Fade** and his high energy personality to lead the eager crowd and make sure they're ready to get the adrenalin pumping, including **competitions** to win a host of great sports and fitness related prizes





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The final day of the Carnival also marks the day that Dubai-based extreme athlete '**Marathon Man**' **Marcus Smith** completes the herculean task he took on to mark DFC 2018 - running 30 marathons in 30 days. At the time the fitness movement is completed, the DFC Ambassador will have ran a total of 1,266 kilometers during a month long period.

The Carnival and the month-long Challenge will come to a spectacular close with a DFC-themed LED light show projected onto the iconic Burj Khalifa. This show will give participants a chance to take a moment to celebrate their incredible progress throughout their DFC journey, and make plans to keep moving forward with their fitness goals after the challenge has ended.

This year, Dubai continued 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 offered an even more action-packed, entertaining and personally rewarding journey designed to engage all ages, abilities and fitness levels. Five new exciting and diverse themed fitness villages with thousands of free classes and activities were introduced across the major communities of Dubai – Al Khawaneej, DIFC, DMCC, Kite Beach and Palm Jumeirah – and gave even more people the chance to join. The Dubai Fitness Challenge Closing Weekend Carnival will be the perfect fiesta where people from across all communities can come together to salute their fitness achievements from a rewarding DFC 2018.



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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 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:



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- 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.