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Picture Story

DFC MARATHON MAN REACHES HALFWAY POINT IN CHALLENGE TO RUN 30 MARATHONS IN 30 DAYS

Dubai, United Arab Emirates – 9 November 2018: Dubai-based extreme athlete Marcus Smith took Dubai Fitness Challenge (DFC) into his stride, literally, by pledging to run 30 marathons in 30 days. Friday, 9 November marks day 15 of DFC and the halfway point of Smith's herculean marathon challenge. This means he has pounded enough pavements to have completed a whopping 633 kilometers.





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The mammoth task takes the DFC ambassador around four hours a day from when he sets off at 5am from his Satwa home. Smith plots his own routes, and his runs have taken him to finishing points across the city from Palm Jumeirah to Hamdan Sports Centre and Dubai Festival City to Arabian Ranches. He charts his progress daily on his blog and Instagram and has expressed delight at the number of runners who join him for stretches of his daily journey.



Smith, who launched performance company Innerfight and Paleo food provider, Smith St Paleo, is a former professional rugby player who retired from the sport in 2010. He competes in CrossFit, cycling, running, extreme endurance events and challenges. He is also a motivational speaker, fitness coach and entrepreneur.



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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

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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.



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