



26 OCT - 24 NOV 2018

Photo release

**EXCLUSIVE DUBAI FITNESS CHALLENGE ACTIVEWEAR AND ACCESSORIES
AVAILABLE NOW ON NOON.COM**

Dubai, United Arab Emirates – 12 November 2018: This year, the Dubai Fitness Challenge (DFC) has teamed up with online marketplace **noon.com** to launch an exclusive line of DFC branded active wear and accessories; giving participants the chance to work out and exercise in style.



DFC products exclusively available on noon.com include ergonomic water bottles; non-slip yoga mats with a moisture resistant surface and shoulder strap; men, women and children's DFC t-shirts with DRI-Fit technology making them suitable for all sports activities; a DFC branded cap featuring a snapback closure; and a DFC inspired drawstring bag to keep all your gear in one place. With all items priced below AED 100, the affordable DFC range will ensure you complete your #Dubai30x30 in style.



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Taking place from 26 October until 24 November with five themed fitness villages across major communities in Dubai, weekend carnivals and free classes happening city-wide, DFC has something for all



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ages, abilities and fitness levels. To get on board with the huge range of activities (over 4,000 fitness sessions and classes including walking groups, paddle-boarding, aerobics, football, yoga, bike riding and everything in between), sign-up on the Dubai Fitness App which is available on the Apple Store and Google Play.



For more information on Dubai Fitness Challenge visit <http://www.dubaifitnesschallenge.com>

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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)



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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.**
- 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.