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Picture Story

TECHNOLOGY AND INNOVATION HELP PARTICIPANTS WITH #DUBAI30X30 GOALS AT DIFC FITNESS VILLAGE

*High-tech activities and more than 300 free fitness classes available at the DIFC Fitness Village,
presented by Dubai Chamber in association with DIFC and powered by Technogym*



Dubai, United Arab Emirates, 7 November 2018: The DIFC Fitness Village is a hub for Dubai Fitness Challenge (DFC) participants looking to try the latest in fitness equipment and sporting activities. Thousands of people have joined in exercises and classes as well as the incredible array of activities available at The Gate building in the Dubai International Financial Centre (DIFC), as part of the DFC.

Headliners on the main stage are the city's newest and on-trend fitness classes including **Reebok's Pure Move** hosted by the **Aviation Club**, **Hip Hop Cardio**, **HIIT with Reform Athletica** and **Round 10's**



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specialist boxercise workouts. Fitness specialist **Technogym** are also showcasing their latest kits and are giving participants the opportunity to exercise on treadmills, skill bike and conditioning equipment, with master trainers from **Warehouse Gym** available on hand for advice. One of the main highlights from last week was a special appearance that thrilled participants made by Olympic Gold Medallist Sir Mohamed Muktar Jama "Mo" Farah, the most celebrated British distance runner in modern Olympic Games history. Sir Mo Farah mixed with the crowds and showcased his running skills on the state of the art Technogym running machines.



Open from now until 22 November, the DIFC Fitness Village welcomes participants **from 07:00 – 21:00 on weekdays; 15:00 – 21:00 on Fridays and 14:00 – 21:00 on Saturdays**. DIFC Fitness Village is one of five themed fitness villages taking place across the city this Dubai Fitness Challenge.

- Ends -



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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:

- 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.