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Picture Story

DUBAI FITNESS CHALLENGE 2018 GETS OFF TO A SPLASHING START AT KITE BEACH FITNESS VILLAGE

*The Kite Beach Fitness Village presented by du in association with Meraas and Dubai Municipality
features over 400 fitness classes*

Dubai, United Arab Emirates, 7 November 2018: The Kite Beach Fitness Village, the ultimate aquatic and beach sports hub, presented by du in association with Meraas and Dubai Municipality is the place to be this week. Thousands of people are heading to the beach to experience one of the Dubai Fitness Challenge (DFC) five themed and city-wide fitness villages and try the incredible array of activities for all ages, abilities and levels of fitness.



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Fitness classes are in abundance on the main stage including The Walt Disney Company fitness workout video for kids, beach boot camp, Hip Hop Cardio and Zumba, whilst early risers take advantage of the sunrise yoga at 7am and water babies head to the sea for the daily Aqua class. For many, the highlight is the impressive 2km National Obstacle Course with its 12 giant obstacles including the swinging pendulum, hurdles, crawl and rope climbs. Supervised by a team of over twenty instructors, the course offers a fitness challenge for everyone over the age of five years old. The water sports zone also gives participants the opportunity to try activities they may not have experienced before, including kayaking and stand-up paddle-boarding. Adrenaline junkies are also in their element, tackling the XDubai sling shot.



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Open from now until 22 November, the Kite Beach Fitness Village welcomes participants **daily from 07:00 – 18:00**. Kite Beach Fitness Village is one of five themed fitness villages taking place across the city this Dubai Fitness Challenge.



- 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)



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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.