



LAST CHANCE TO REGISTER FOR THE MAI DUBAI CITY HALF MARATHON

Gather family and friends to race through an urban jungle with 'The Body Coach' Joe Wicks

Dubai, United Arab Emirates, 21 October 2019: Put on your training shoes and get ready for the first ever edition of **Mai Dubai City Half Marathon**, part of Dubai Fitness Challenge 2019, the citywide fitness initiative running from October 18 to November 16. Taking place on Friday October 25 at Dubai International Financial Centre (DIFC), the marathon offers participants the chance to stretch their legs and break a sweat in one of the world's most photographed financial districts, surrounded by the picturesque skyline of downtown Dubai.



Fitness star and Instagram athlete Joe Wicks, globally known as 'The Body Coach', is set to compete in the half marathon, and will also flag off the event's 2.5km community run. Registration is still open until



Wednesday for the smaller distance, which is ideal for individuals looking to try out the 'marathon experience' in a light, fun and enjoyable atmosphere, alongside friends and family. It also provides the perfect opportunity for those looking to lock in their 30 minutes of physical activity as part of the 30x30 challenge.



After completing the race, runners will receive a Mai Dubai City Half Marathon branded t-shirt along with a unique participation medal. Runners can also listen to entertaining melodies, or tuck into complimentary treats from Pret A Manger, London Dairy Bistro and Keventers within a dedicated Race Village in DIFC. For a little zen after the run, as participants, along with their families and friends, can enjoy free yoga sessions as well as fun workshops for little ones.



To register for tickets or for more information on the Mai Dubai City Half Marathon, please visit:
www.cityhalfmarathon.com

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For further information, please contact: Dubai Tourism on mediarelations@dubaitourism.ae or Edelman on dfcteam@edelman.com.

Notes to Editors:

For more information, see:

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)

About Dubai Fitness Challenge



The Dubai Fitness Challenge (DFC) is an initiative of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council. DFC 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 October 18 to November 16 2019, the Challenge encompasses all forms of activity – from cycling and football, to kayaking, team sports, walking and yoga, as well as wellness and healthy lifestyle. Everyone is encouraged to participate individually or together with friends, family and colleagues and enjoy new and exciting ways to improve their fitness and health levels. Participants can track their performance on the Dubai Fitness App and help make Dubai the most active, healthiest, and happiest city in the world.