



## DMCC's JLT Community Selected as Fitness Hub for the Dubai Fitness Challenge

- *DMCC stages the DMCC Fitness Hub in its JLT Community Park as part of the Dubai Fitness Challenge 2019*
- *DMCC Fitness Hub to promote a healthy and active lifestyle across JLT and neighbouring areas*

30 October 2019

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DMCC's Jumeirah Lakes Towers (JLT) community has been selected as a fitness hub in the third edition of the Dubai Fitness Challenge (DFC). JLT is one of 11 communities across the emirate that hosts a diverse range of fitness activities in this year's challenge.

Between 1 and 7 November 2019, the DMCC Fitness Hub will host free sports events and fitness challenges that are accessible to everyone, including activities for children designed to inspire a healthy lifestyle. The Fitness Hub offers a chance for everyone to meet their 30X30 fitness goal and participate in the nationwide initiative. The hub will cater to a range of levels and abilities, with something on offer for beginners and advanced athletes alike. To encourage participation, DFC has installed "City in a Gym", a virtual fitness pole in the JLT Park where participants can scan a QR code to access a multitude of workouts activities and more at any time.

Launched in 2017 by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, DFC aims to unify the emirate through a month of inclusive fitness activities, with the common goal of leading healthy and active lifestyles.

"His Highness Sheikh Hamdan's Dubai Fitness Challenge is an important initiative that promotes the wellbeing of everyone living in the emirate and one that helps cultivate a healthy and fitness-focussed mindset. We are proud that our JLT community has been selected as a fitness hub and we are excited to support this initiative by bringing a host of activities that promote the wellbeing of everyone who chooses to live and work in, and visit our community," said **Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC**.

"Situated in the heart of Dubai, JLT has become one of the emirate's destinations of choice and the home to a thriving community of 100,000 people where you can work live and play," he added.

Due to its central location, the JLT fitness hub will serve not only the JLT community, but also the neighbouring area will benefit from the hub, with JBR, Dubai Marina, Jumeirah Heights and The Meadows and springs all in close proximity. Throughout the DFC, free parking will be provided to all participants.

Commenting on DFC's partnership with DMCC, **Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE)** said: "We are excited to be joining forces with a reputable free zone like DMCC, who are set to transform one of its open spaces into a dedicated Fitness Hub during Dubai Fitness Challenge. Our aim this year is to make fitness more accessible to everyone across the city, and this hub allows us to engage the neighbourhood with fitness and wellness activities. We look forward to seeing the vibrant JLT community come together during DFC this year, and help make Dubai the most active city in the world."

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Today, JLT is home to a community of 100,000 people, 68 residential and commercial towers, over 600 retail outlets with more than 300 restaurants and cafés, hotels, universities, parks and lakes.

For more information about the activities and timings, please click [here](#).

## About DMCC

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Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future.

[www.dmcc.ae](http://www.dmcc.ae)

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