

# DUBAI FITNESS CHALLENGE EVENT CALENDAR

	S	M	T	W	T	F	S
<b>WEEK 1</b> OPENING WEEKEND CARNIVAL						<b>OCT 20</b> <b>OPENING CARNIVAL AT SAFA PARK</b> Join your community at Safa Park for the Dubai Fitness Challenge Opening Carnival from 1-7pm. Highlight: Global Milla yoga event!	<b>OCT 21</b> <b>OPENING CARNIVAL AT SAFA PARK</b> Don't miss day-two celebrations of the Dubai Fitness Challenge at Safa Park from 1-9pm. Highlight: celebrity training session!
<b>WEEK 2</b>	<b>OCT 22</b> <b>KITE BEACH VOLLEYBALL</b> Head to Kite Beach for a fun 90-minute session.	<b>OCT 23</b> <b>KIDDIE YOGA</b> Get the kids together for a quick stretch before dinner.	<b>OCT 24</b> <b>HIDE-AND-SEEK</b> Go to the nearest park for a family game of hide-and-seek.	<b>OCT 25</b> <b>SUNSET WALK</b> Take the kids to your nearest walking track in the evening.	<b>OCT 26</b> <b>SHOOT SOME HOOPS</b> Challenge other parents to a family basketball game. Or, opt for parents v kids.	<b>OCT 27</b> <b>KITE BEACH CARNIVAL</b> Don't miss the Dubai Fitness Challenge Kite Beach Carnival from 1-9pm. Highlight: sun, sand and family beach fun!	<b>OCT 28</b> <b>KITE BEACH CARNIVAL</b> Join us for day two of the Kite Beach Carnival from 1-7pm. Highlight: exciting water sports and beach activities!
<b>WEEK 3</b>	<b>OCT 29</b> <b>FAMILY DANCE-OFF</b> Put together a Dubai Fitness Challenge playlist and show off your moves.	<b>OCT 30</b> <b>KIDS PARKOUR SESSION</b> Head to Gravity Calisthenics Gym for a fun workout at 6pm.	<b>OCT 31</b> <b>FOOTBALL FUN</b> Kick a ball around with family at your nearest park.	<b>NOV 01</b> <b>SUNSET BIKE RIDE</b> Head to Al Qudra cycle path for an evening ride and end at sunset.	<b>NOV 02</b> <b>TAKE THE LEAD</b> Kids can come up with their own challenges for the whole family.	<b>NOV 03</b> <b>SKYDIVE CARNIVAL</b> Don't miss the Dubai Fitness Challenge Skydive Carnival from 1-9pm. Highlight: alternative sports like parkour and skateboarding!	<b>NOV 04</b> <b>SKYDIVE CARNIVAL</b> Join us for day two of the Skydive Carnival from 1-7pm. Highlight: motivation from some of Dubai's most extreme adrenaline seekers!
<b>WEEK 4</b>	<b>NOV 05</b> <b>DOWNTOWN DASH</b> Play tourist for the evening and walk or jog through Downtown Dubai.	<b>NOV 06</b> <b>SWIM SESSION</b> Take the kids to a pool for a swimming relay race.	<b>NOV 07</b> <b>STRETCH IT OUT</b> After school yoga at 2FIT2GO at 4:30pm.	<b>NOV 08</b> <b>OBSTACLE COURSE</b> Build an at-home obstacle course and race it.	<b>NOV 09</b> <b>HUB ZERO</b> Challenge your friends to a laser tag game or VR session.	<b>NOV 10</b> <b>FUN AND FITNESS CARNIVAL</b> Head to Burj Park for some fun and fitness from 1-9pm. Highlight: pop-up gyms and fitness inspiration!	<b>NOV 11</b> <b>FUN AND FITNESS CARNIVAL</b> Join us for day two of the Fun and Fitness Carnival from 1-9pm. Highlight: children's games and special surprises!
<b>WEEK 5</b>	<b>NOV 12</b> <b>BOUNCE BOUNCE BOUNCE</b> Enjoy a post-school trampoline session at Bounce.	<b>NOV 13</b> <b>BABY BOOT CAMP</b> Challenge the kids to a pre-dinner age-appropriate boot camp session.	<b>NOV 14</b> <b>COMMERCIAL-CISE</b> Plan a TV movie-night where you get moving during commercial breaks.	<b>NOV 15</b> <b>KIDS GROOVE SESSION</b> After school go to 2FIT2GO for a kid-friendly fitness session at 4:30pm.	<b>NOV 16</b> <b>WATERPARK FUN</b> Treat the family to a water workout at Wild Wadi.	<b>NOV 17</b> <b>CLOSING CARNIVAL AT DUBAI FESTIVAL CITY</b> Join your community in Dubai Festival City for the Dubai Fitness Challenge Closing Carnival from 1-9pm. Highlight: Dragonboat Regatta!	<b>NOV 18</b> <b>CLOSING CARNIVAL AT DUBAI FESTIVAL CITY</b> Don't miss day-two of celebrations in Dubai Festival City for the Closing Carnival from 1-9pm.

A photograph of three people (a boy, a man, and a woman) climbing a large sand dune. The boy is in the foreground, reaching out. The man is in the middle, and the woman is at the top. A vertical line of blue dots runs down the dune, and a larger, faint dotted graphic is in the background.

# EVERYTHING YOU NEED TO KNOW TO GET YOUR PEOPLE ACTIVE

# 6 KEY STEPS TO ACTIVATE THE CHALLENGE



Register at [www.dubaifitnesschallenge.com](http://www.dubaifitnesschallenge.com) and keep an eye on our website for updates.

Here is how you can help us reach some of the key milestones of the challenge

ACTION	<h3>LAUNCH WEEK</h3> <p><b>BUILD AWARENESS OF LAUNCH</b></p> <p>Repost announcement messaging and ensure your staff and parents are registered. Commit to be part of the Dubai Fitness Challenge and ask your student body to join you in this.</p> <hr/> <p>We can't wait for <b>#Dubai30x30</b> coming soon. Are you ready?</p> <hr/> <p><a href="http://www.dubaifitnesschallenge.com">www.dubaifitnesschallenge.com</a></p>	<h3>LAUNCH WEEK</h3> <p><b>PUSH REGISTRATION OF STAFF AND PARENTS</b></p> <p>Talk to your staff, students and their parents about the challenge and encourage them to get ready for it.</p> <hr/> <p>We're in for <b>#Dubai30x30!</b> Get ready and challenge your family and children to help us reach our 30x30 fitness goals.</p> <hr/> <p><a href="http://www.dubaifitnesschallenge.com">www.dubaifitnesschallenge.com</a></p>	<h3>10 OCT</h3> <p><b>PROMOTE APP DOWNLOADS</b></p> <p>Download the app and encourage your staff and parents to do the same.</p> <hr/> <p>The Dubai Fitness Challenge App is here! Download it now and get ready for <b>#Dubai30x30</b></p> <hr/> <p><a href="http://www.dubaifitnesschallenge.com">www.dubaifitnesschallenge.com</a></p>
SAMPLE SOCIAL POST			
CTA			



ACTION	<p><b>18 OCT</b></p> <p><b>COUNTDOWN TO START DATE</b></p> <p>Now's the time to get people excited and really drive them to join the Dubai Fitness Challenge and commit to 30 minutes of exercise daily for 30 days.</p> <hr/> <p>Just 2 days to go until <b>#Dubai30x30</b>. Download the Dubai Fitness App today! Don't forget about the Opening Weekend Carnival on Friday. (insert link)</p> <hr/> <p><a href="http://www.dubaifitnesschallenge.com">www.dubaifitnesschallenge.com</a></p>	<p><b>19 OCT</b></p> <p><b>PREPARE FOR OPENING WEEKEND CARNIVAL</b></p> <p>Get students and staff ready for the start of the challenge with inspiring and motivational messages and a reminder about <b>Opening Weekend Carnival</b> on 20 Oct.</p> <hr/> <p>It's on! <b>#Dubai30x30</b> has started. Join us for the Opening Weekend Carnival and help us get Dubai active!</p> <hr/> <p><a href="http://www.dubaifitnesschallenge.com">www.dubaifitnesschallenge.com</a></p>	<p><b>20 OCT - 2 NOV</b></p> <p><b>CHALLENGE WEEK 1 AND 2</b></p> <p>Encouragement message to your audiences and staff to keep going, track minutes and help us achieve our goal of 100 million minutes.</p> <hr/> <p>Every step counts. How many minutes have you tracked for <b>#Dubai30x30</b>?</p> <hr/> <p><a href="http://www.dubaifitnesschallenge.com">www.dubaifitnesschallenge.com</a></p>
SAMPLE SOCIAL POST			
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ACTION

SAMPLE SOCIAL POST

CTA

3 - 9 NOV

**CHALLENGE WEEK 3**

Keep moving with the city, attend events, get inspiration from influencers and other participants. More emotional stories around your achievers. Note total contribution so far.

It takes 30 days to make or break a habit. Keep going and help us reach our goal to be the most active city in the world.

[www.dubaifitnesschallenge.com](http://www.dubaifitnesschallenge.com)

10 - 18 NOV

**CHALLENGE WEEK 4**

Encouragement messages for the last week. Start showing personal bests and amazing achievements from your staff and audiences. Note total contribution so far.

Nearly there - only one week to go! Visit the Dubai Fitness Challenge's Closing Weekend Carnival, take on a new challenge and help the city reach its goals.

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19 NOV ONWARDS

**KEEP MOVING**

Follow up message to thank participants and share official achievements, especially on the lasting impact of the event in the city.

Thank you for contributing to the citywide goal of getting everyone moving for 30 mins for 30 days. We are so proud of all our teachers, parents and students who took part in **#Dubai30x30** Challenge. Keep moving!

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20 OCT - 18 NOV 2017

**FOR GENERAL QUERIES  
PLEASE CONTACT US AT:**  
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