

**Hundreds****join the Dubai Fitness Challenge Walk at**

**Jumeirah Golf Estates’ Championship Golf Course**

**Dubai, United Arab Emirates, 5 November, 2017 –** Jumeirah Golf Estates (JGE) welcomed hundreds of participants for its Dubai Fitness Challenge Walk across nine holes of Earth, its championship golf course. The event was held in support of efforts to make Dubai the most active city in the world, an initiative of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council for Dubai Government.

**Yousuf Kazim, CEO of Jumeirah Golf Estates,** **said**: “The Dubai Fitness Challenge is an admirable initiative that has already inspired so many Dubai residents to make their fitness a priority. As a destination that encourages a healthy, active lifestyle all year, Jumeirah Golf Estates is proud to hose a Dubai Fitness Challenge event for our community to reinforce this. I am proud to have walked with a full audience of energetic and motivated individuals today who were willing to take up the challenge and set a great example for their friends and family.”

The Dubai Fitness Challenge Walk at JGE kicked off at the Clubhouse, where employees, residents and their families gathered and were offered a selection of energy boosters, fruits, and cold refreshments to get them fully energised ahead of the long walk. All participants were asked to record their fitness activity on the Dubai Fitness Challenge App that tracks citywide activity throughout the initiative, ensuring that the JGE community’s efforts will help contribute to the city’s goal.

The Dubai Fitness Challenge Walk covered 5 holes of the Earth Golf Course and was approximately 2.5km long

**\*ENDS\***

**Notes to Editor**

**About Jumeirah Golf Estates**

Host to the DP World Tour Championship since 2009, Jumeirah Golf Estates is one of the Middle East’s most prestigious residential golf communities, offering a wide range of world-class golfing facilities and individually designed homes in the United Arab Emirates. Situated just 15 minutes from the Palm Jumeirah and Dubai Marina and only minutes away from the site of Dubai Expo 2020 and Al Maktoum International Airport, Jumeirah Golf Estates is well placed to provide an unforgettable experience for golfers at its two world-class Greg Norman-designed golf courses, Fire & Earth, and residents seeking quality, luxury homes and a peaceful setting within easy reach of Dubai’s top attractions.

The Fire & Earth courses are part of Jumeirah Golf Estates Phase A development, which consists of 375 hectares of a 1,119 hectare land parcel, and incorporates 16 residential communities, comprising of more than 1,800 constructed and under construction properties.

Visit [JumeirahGolfEstates.com](http://www.jumeirahgolfestates.com/) for more information and connect with Jumeirah Golf Estates on [Facebook](https://www.facebook.com/Jumeirah-Golf-Estates-Golf-Club-131022593605993), [Twitter](http://www.twitter.com/JumeirahGolfEst), and on [Instagram](https://instagram.com/jumeirahgolfest/)

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