



European Tour Performance Institute partners with UPANDRUNNING to launch esteemed Rehabilitation & Performance Center

Dubai, UAE, 15 May 2016: The European Tour Performance Institute (ETPI) at Jumeirah Golf Estates, home to the DP World Tour Championship, the Season Finale of the European Tour's Race to Dubai, is proud to partner with UPANDRUNNING, to launch the highly anticipated Rehabilitation & Performance Center. The center has been designed to create the region's most sophisticated and fully integrated golf academy, adopting a holistic approach to golf and fitness performance for members, guests and European Tour professionals.

A purpose-built facility, ETPI offers a state-of-the-art fitness centre, bio-mechanic swing studios, putting lab physiotherapy services, and more. Highly experienced Golf Professionals will work alongside clinically qualified specialists to provide strength and conditioning programs, physiotherapy, sports massage and injury prevention coaching.

Jumeirah Golf Estates ETPI welcomes European Tour champions year-round, ahead of the DP World Tour Championship each November, and will now provide premium sports medicine in conjunction with the existing world-class training facilities, positioning the center at the forefront of golf development in the region. From beginners through to championship professionals, the center will provide a holistic approach to sport training and medicine.

Mark Gregson-Walters, Director of Instruction at the European Tour Performance Institute, commented on the partnership: "We are delighted to welcome UPANDRUNNING to join the European Tour Performance Institute. In addition to working with world-class athletes, we're also committed to nurturing a new generation of golfers in the Emirate, providing a number of training programmes at ETPI specifically designed to hone the development of up-and-coming professionals", continued Mark.

In line with His Highness Sheikh Mohammed bin Rashid Al Maktoum's and the Dubai Sports Innovation Lab, organised by the Dubai Sports Council (DSC) commitment to make sport a key lifestyle activity and an engine for a happy and healthy community, Jumeirah Golf Estates partnership with UPANDRUNNING reflects the Emirate's ongoing commitment to overall health and wellbeing of the community.

Dr Anna Zickerman, UPANDRUNNING Owner, Founder and Medical Director, commented: “Partnering with the prestigious European Tour Performance Institute provides a unique opportunity for our clinicians to work alongside internationally recognized Golf Professionals, to develop an integrated, world-renowned center of excellence. We’re honoured to partner with ETPI here at Jumeirah Golf Estates as we work to provide the most comprehensive and bespoke service in the region to golfers at every level.”

Surrounded by the rolling green fairways of Jumeirah Golf Estates championship Earth and Fire courses, ETPI welcomes members and guests to meet the newly extended team who form part of the Rehabilitation & Performance Centre. Contact etpi@jumeirahgolfestates.com or call +971 (0) 4 433 7777 for more information or to secure your reservation with the esteemed professionals.

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About Jumeirah Golf Estates

Host to the DP World Tour Championship, the Season Finale of the European Tour’s Race to Dubai since 2009, Jumeirah Golf Estates is one of the Middle East’s most prestigious residential golf communities, offering a wide range of world-class facilities and more than 1,700 individually designed homes (constructed and under construction) in the United Arab Emirates. Situated just 15 minutes from The Palm and Dubai Marina, Jumeirah Golf Estates is well placed to provide an unforgettable experience at its two championship golf courses, Fire & Earth, and luxury homes within easy reach of Dubai’s top attractions. From a state-of-the-art Clubhouse to restaurants, swimming pools and fitness centers, Jumeirah Golf Estates has a wide variety of entertainment and recreation facilities that will provide a superior lifestyle.

Jumeirah Golf Estates recently announced a new luxury real estate development Alandalus, which includes a range of apartment options, townhouses and a commercial center. Visit JumeirahGolfEstates.com for more information and connect with Jumeirah Golf Estates on Facebook, Twitter, and on Instagram

About UPANDRUNNING

UPANDRUNNING is a team of experienced sports medicine doctors, physiotherapists, osteopaths, nurses, strength and conditioning coaches, massage therapists and dietitians, based at three state-of-the-art clinics across Dubai. We work as a collaborative team to help patients and athletes of all abilities overcome acute and chronic sports, fitness and activity-related injuries. Our evidence-based, integrated approach to care promotes a highly personalised and focused course of treatment appropriate to your needs. Using a comprehensive range of services, our goal is to aid your recovery and rehabilitation, improve your function and performance, reduce your likelihood of re-injury, assist your development of a healthy lifestyle and promote overall wellness. Let us help you get UPANDRUNNING.

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