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## **JLT Run brings together over 550 competitors in collaboration with Dubai 30/30 Fitness Challenge**

28 OCTOBER 2017

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The JLT Run, organised by Fidelity Fitness Club and supported by DMCC, the world's leading Free Zone and master developer of Jumeirah Lakes Towers in Dubai, brought together over 550 runners on Friday, 25 October. Ranging from amateur enthusiasts to elite athletes, participants took to the streets of one of Dubai's friendliest neighbourhoods, Jumeirah Lakes Towers, for an 8km race.

The JLT Run took place during the Dubai Fitness Challenge, a city-wide 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, which aims to get Dubai's residents active for 30 minutes daily for 30 days. DMCC and Fidelity Fitness are proud to support this initiative and bring the JLT community together and encourage a healthier and more active lifestyle.

Partners of the JLT Run included JLT Insurance, Aster Clinic, New Balance, SOL Republic, Al Bayan Water, Concordia, La Terraza, RAW Distribution, Pineapple Express, and Amazonia.

### **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)