

مينا لاک MENALAC MEMBER TALK

NOV 2020

As a part of our MENALAC Member Talk Series, we are happy to speak to: **Mr. Mohammed El Etri, Director of Global Snow Operations & Projects at Majid Al Futtaim** to find out more about their recent participation in the Dubai Fitness Challenge. Read further to find out what made them participate, the positive feedback and if they plan to incorporate more wellness programs in their future plans.



How do you feel to be taking part in the Dubai Fitness Challenge, at your Ski Dubai Operation?

We were extremely proud to partner with the Department of Tourism and Commerce Marketing (DTCM) and support the Dubai Fitness Challenge, which has become one of the most anticipated events on the sporting calendar and underpins Dubai's dedication to physical and mental wellbeing. The 30x30 Challenge encourages people to practice and adopt sports on a sustainable and continuous basis and, at Si Dubai we wanted to offer our guests a fun and innovative way to complete their 30 minutes of physical activity by giving fitness classes a cool new twist and hosting them in real snow.

What made you decide to support the Dubai Fitness Challenge?

At Majid Al Futtaim, we are aligned with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum to make Dubai the happiest and healthiest city for visitors and residents. Ski Dubai is a state-of-the-art facility and, we are committed to making it an international destination for sport by hosting prestigious competitions including the UAE National Ski and Snowboard Championships, The World Cup and Para Snowboard World Cup as well as fun and innovative events such as the annual Ice Warrior Challenge to encourage an active lifestyle.

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More than any other year, this year has shown us how important it is to be fit and healthy for our overall physical and mental wellbeing, which is why we were delighted to get involved with Dubai Fitness Challenge and provide our guests with free and fun fitness classes.

What has been the feedback so far from you visitors taking part in this challenge?

The majority of events were fully booked and, we had overwhelmingly positive feedback from all the fitness enthusiasts who attended. Due to popular demand, Ski Dubai is looking to introduce more wellness events throughout the year to cater to our guests who want to lead a healthier lifestyle.

Please share with us a brief description of the exercises Ski Dubai offered in regards to the Dubai Fitness Challenge.

Ski Dubai offered guests a selection of free exercise classes, which catered for all fitness levels including “snowga” for yoga fans who wanted to chill out and destress; HIIT (high intensity interval training) sessions with world-renowned fitness studio F45 and snow hikes on the slopes hosted by local hiking experts Adventurati.

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