

# Dubai Duty Free strikes success with its Dubai Fitness Challenge



The Dubai Duty Free (DDF) management and staff pose for a group shot at the finals of Dubai Duty Free Bowling Tournament

Pins were knocked down and strikes were racked up, in what turned out to be the most successful annual Dubai Duty Free Bowling Tournament to-date. Held on October 28 at the Dubai International Bowling Centre, the tournament finals are part of the Dubai Fitness Challenge by Dubai Duty Free.

The competition marked the end of a one-month battle on the bowling lanes, which attracted almost 1,200 Dubai Duty Free employees - with 35 of the 187 teams reaching the final.

Attended by Dubai Duty Free's senior officials headed by Ramesh Cidambi, Chief Operating Officer, along with Sinead El Sibai, Senior Vice President - Marketing, Mona Al Ali, Senior Vice President - Human Resources, Michael Schmidt, Senior Vice President - Retail Support and Yousuf Al Khalid, Senior Manager - External Affairs & Legal, all of the teams from the four shifts and head office enjoyed the games, with new bowling records established.

Ramesh Cidambi shares: "Our annual bowling tournament has been running for 32 years and is therefore the longest running staff activity and the biggest team-building event in Dubai Duty Free. Now it is part of our Dubai Fitness Challenge activities and it is great to see so many of our staff actively involved whether as players or supporters. The Sports and Social Committee at Dubai Duty Free, which organizes this event, has always been extremely active and I thank them for all their hard work and congratulations to all the winners."

Shift C (Concourse B) Junoon team from Operations was declared the champion with 2615 points over three games who beat the Dessert Hawk team of Finance with 2593 points, while Mustangs, another team from Finance, came within grabbing distance in third place with 2555 points. Individual awards were also presented in categories such as Striker of the Day, High Game Handicap, High Game Scratch, High Game Series, Top Five High Average and DDF Best Bowler for both male and female category.

The retail operation has three more corporate fitness activities planned for the Dubai Fitness Challenge, which includes a Dragon Boat race scheduled on November 2 at Dubai Creek & Yacht Club, a Zumba/Body Jam class on November 9 at the Dubai Duty Free Tennis Stadium and a mixed sports activity on November 14 at Dubai Stars Sportsplex in Al Mizhar 2.

Dubai Duty Free is proud to support the Dubai Fitness Challenge initiative, which brings together its 6,100 workers to encourage a more healthy and active lifestyle.