

Empowering women since 2010

Under the patronage of H.H. Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Chairman of the National Olympic Committee - the Dubai Women's Run is the first initiative in the Middle East that celebrates the spirit of the Arab woman in the region.

The event which was initiated by the UAE Athletics Federation and the Dubai Sports Council, is geared for a metamorphic change in its upcoming edition.

Stats from **2016**

52
Nationalities

23
Countries

4k+
Runners

2017 will be bigger and bolder

With Plan b at the helm, we aim to position Dubai Women's Run to become the region's women's only premier event.



10,000 participants



Dhs.10m PR value*



25m impressions



Leading the conversation on fitness

The Dubai Women's Run has enlisted influencers as role models and voice of the run, advocating for change, an active lifestyle and promoting unanimous perseverance against adversity.



OUR TARGET GROUPS

14-23
Students

24+
- Young Adults
- Working professionals
- Mothers
- Housewives

All
Competitive runners

the event

WHEN
Friday, 17 November 2017

WHERE
Marasi Business Bay

DISTANCE
5k and 10k

ELIGIBILITY
Females ages 14 and up

DFWAC the 'Soul' of the run

DWR has partnered with the Dubai Foundation for Women and Children (DFWAC) to further strengthen their efforts to promote women's empowerment, and amplify the 2018 edition of Violence Against Women / Orange Campaign.

