

10 free challenges.

AED 300,000 in prizes.

One free app.

Ten public challenges across Dubai this Dubai30x30, each with its own live citywide leaderboard. **Join as many as you like.** The app counts every step, rep, stride, and heart beat, so there is nothing to log.

3 SEASON CHALLENGES 30 DAYS · 31 OCT TO 29 NOV



Wio Personal
30x30 STEP CHALLENGE

Wio Personal 30x30 Step Challenge

300K steps enters the grand prize draw: a UEFA Champions League Semi-Final 2026/27 experience for two. Tickets are courtesy of Mastercard, Official Sponsor of the UEFA Champions League.



h̄ydote

30x30 DISTANCE CHALLENGE
PERFORM BETTER

Hydote 30x30 Distance Challenge

150 km. 10x One year supply of Hydote drawn, plus 20% off for every joiner.



right bite

30x30 LIFESTYLE CHALLENGE
WITH SERIOUSLY TASTY MEAL PLANS

Right Bite 30x30 Lifestyle Challenge

150 Core Points. 10 free 20-Day Meal Plans drawn, worth AED 2,000+ each, plus 10% off Right Bite meal plans for every joiner.

3 STEP SPRINTS 10 DAYS · WIO PERSONAL AND MASTERCARD

4 MONDAY MISSIONS 24 HOURS EACH

Sprint 1 31 Oct to 9 Nov	3 x GO Sport vouchers	60K steps
Sprint 2 10 to 19 Nov	3 x Apple Watch Series 12 and AirPods Pro 3	70K steps
Sprint 3 20 to 29 Nov	3 x Warehouse Gym 8-month memberships	90K steps

MON 2 NOV
Squats
AED 1,500 x 2

MON 9 NOV
Push-ups
AED 1,500 x 2

MON 16 NOV
Sit-ups
AED 1,500 x 2

MON 23 NOV
Burpees
AED 1,500 x 2

Backed by GO Sport: a GO Sport voucher for the leading man and the leading woman on each board. The AI coach counts every rep through your phone camera. No gym, no kit.

PRIZES FROM THE BRANDS POWERING THE CHALLENGES

Wio Personal with 

h̄ydote **right bite**



Scan to see all ten challenges and join.

dfc.coredirection.com

Free on the App Store and Google Play. No subscription needed. All you need is your phone.

Free to join. Each prize draw runs under its brand's terms, published on that challenge in the app. Wio Personal draws are open to Wio Personal customers who redeem Core Premium with the Wio Personal code that arrives by email when they join, at mycoredirection.com/corepremium, using a Wio Mastercard. Grand prize: one winner, drawn at random after the board closes on 29 November 2026, from eligible participants resident in the UAE and aged 18 or over; the fixture, host city and match date are set by UEFA. The Monday Missions are won on the leaderboard. Core Direction's challenges run during Dubai30x30 and are not the official Dubai Fitness Challenge. Core Direction · coredirection.com · #InspiringMovement

All ten challenges, at a glance.

Every challenge is free, with its own live citywide leaderboard and its own prizes, and nothing to log by hand. The four step boards are brought to you by Wio Personal and Mastercard: 75 prizes worth AED 247,000+, every one drawn at random, with a UEFA Champions League Semi-Final 2026/27 hospitality experience for two at the top (tickets courtesy of Mastercard, Official Sponsor of the UEFA Champions League).

CHALLENGE	DATES	TARGET	PRIZES
SEASON CHALLENGES · 30 DAYS			
Wio Personal 30x30 Step Challenge	31 Oct to 29 Nov	300K steps	66 drawn, including the grand prize: a UEFA Champions League Semi-Final 2026/27 experience for two, courtesy of Mastercard
Hydote 30x30 Distance Challenge	31 Oct to 29 Nov	150 km	10x One year supply of Hydote, AED 2,700 each
Right Bite 30x30 Lifestyle Challenge	31 Oct to 29 Nov	150 Core Points	10 x free 20-Day Meal Plans, worth AED 2,000+ each
STEP SPRINTS · 10 DAYS · WIO PERSONAL AND MASTERCARD			
Wio Personal 10-Day Step Sprint 1	31 Oct to 9 Nov	60K steps	3 drawn: GO Sport vouchers
Wio Personal 10-Day Step Sprint 2	10 to 19 Nov	70K steps	3 drawn: Apple Watch Series 12 and AirPods Pro 3. Streak bonus entry
Wio Personal 10-Day Step Sprint 3	20 to 29 Nov	90K steps	3 drawn: Warehouse Gym 8-month memberships. Extra entries at 110K and 130K
MONDAY MISSIONS WITH GO SPORT · 24 HOURS · WON BY THE LEADING MAN AND THE LEADING WOMAN			
24H Squat Mission	Monday 2 Nov	Top of the board	2 x AED 1,500 GO Sport vouchers
24H Push-Up Mission	Monday 9 Nov	Top of the board	2 x AED 1,500 GO Sport vouchers
24H Sit-Up Mission	Monday 16 Nov	Top of the board	2 x AED 1,500 GO Sport vouchers
24H Burpee Mission	Monday 23 Nov	Top of the board	2 x AED 1,500 GO Sport vouchers

Join in two minutes

- 1 Download Core Direction.** Free on the App Store and Google Play, or scan the QR code on the front.
- 2 Create your profile** and allow activity tracking, so your progress lands on the board automatically.
- 3 Tap join on any or all ten.** Every challenge is a separate leaderboard and a separate prize. The Hydote and Right Bite joining offers arrive by email when you join.

Good to know

Does it cost anything?

No. Every challenge is free and no subscription is needed to take part.

Do I need a smartwatch?

No. Your phone counts your steps. Garmin, Apple, Fitbit, Samsung, WHOOP and others connect too.

Do I have to be fit?

No. A daily walk earns its place, and the Sprints give everyone a fresh start every ten days.

Want your own community leaderboard?

Core Direction offers a free community building solution that includes challenge and group creation, event management and unlimited member onboarding. Visit community.coredirection.com to build your community space today.

Prize draws run under each brand's terms, published on each challenge in the app. Wio Personal draws are open to Wio Personal customers who redeem Core Premium with the Wio Personal code that arrives by email when they join, at mycoredirection.com/corepremium, using a Wio Mastercard; full mechanics at wio.coredirection.com. The grand prize is one winner, drawn at random after the board closes on 29 November 2026, from eligible participants resident in the UAE and aged 18 or over; international flights are not included. Right Bite and Hydote prizes are funded by those brands; Core Direction runs those draws. The Monday Mission vouchers are funded by GO Sport and go to the leading man and the leading woman on each board. Core Direction's challenges run during Dubai30x30 and are not the official Dubai Fitness Challenge. Please share this document freely.