



## DUBAI UNVEILS AN EXCLUSIVE EDITION OF ASICS' GEL-KAYANO™ RUNNING SHOES

THE DUBAI EDITION OF THE MODEL WILL LAUNCH FOR DUBAI FITNESS CHALLENGE TO UPLIFT THE CITY THROUGH MOVEMENT



**[28 October 2021 – Dubai, UAE]** – In a unique strategic partnership to uplift the city through movement, Dubai Tourism and ASICS announce the release of an exclusive Dubai edition of the iconic GEL-KAYANO™ 28 running shoe. The official launch date of the special model is 29<sup>th</sup> October 2021 to mark the start of the fifth edition of [Dubai Fitness Challenge](#) – the citywide initiative encouraging everyone to complete 30 minutes of physical activity for 30 days. Featuring advanced ASICS technology and unique design, the limited-edition collection is inspired by the city's coordinates, skyline, and the colours of the month-long fitness event.

The unique collaboration highlights the common goal to inspire this community movement for better health and wellbeing. ASICS' founding philosophy "A Sound Mind in a Sound Body" aligns with the mission of Dubai, in efforts to become an even happier, healthier city. It also falls in line with the ASICS global #UpliftingMinds initiative, aimed at uplifting minds through sport and encouraging people to move for physical and mental health whilst inviting them to contribute to one of a kind global research. ASICS will hold various activations and running workshops throughout Dubai Fitness Challenge, unveiling the Dubai model of its shoe on the first day. Dubai Fitness Challenge participants will also be able to join exclusive ASICS Run Sessions, happening daily at Kite Beach Fitness Village, and will be encouraged to capture their state of mind before and after any exercise via the [Mind Uplifter™ tool](#).

*"Dubai is a city that always strives to innovate, and we are proud to partner with ASICS to find new ways to encourage the people of Dubai to become even more active and support their health and wellbeing. This collaboration represents a shared vision of both partners to enhance lives through fitness and further Dubai's ambition to become one of the world's most active cities" said Ahmed Alkhaja, CEO of Dubai Festivals & Retail Establishment.*

*Anima Sana In Corpore Sano*, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded in 1949 by Kihachiro Onitsuka and is now a leading designer, developer and manufacturer of running shoes, as well as various sports footwear, apparel and accessories. For more information, visit

The stripe design featured on the sides of the ASICS shoes is a registered trademark of ASICS Corporation.



*“At our core, we at ASICS are passionate about encouraging the community to be more active for overall wellbeing. Running is the most natural form of movement, and we want to ensure that everyone who runs does so in the right footwear. This enhances the experience and contributes to the prevention of injuries,” said Takayuki Mano, General Manager, ASICS Arabia.*

*“It is the first time ever ASICS creates a shoe for a city, and we are beyond proud to collaborate with Dubai for this unique partnership. The design represents the innovation and uniqueness of the city, and we have reflected that in a running experience for its people,” added Ana Elisa Seixas, Marketing Manager ASICS Arabia.*



The GEL-KAYANO™ shoe is one of ASICS' iconic models, long known by runners worldwide - a fitting match for the iconic city, that has seen its running community grow tremendously in recent years. Encompassing key features such as advanced shock absorption, a responsive energy return and a stable ride, the GEL- KAYANO™ 28 Dubai shoe offers a low-profile external heel counter and DYNAMIC DUOMAX™ technology which combine to set the runner up for an efficient toe-off, without excessive inward roll of the foot. At the toe-off stage of the stride, FF BLAST™ foam provides lightweight cushioning and a responsive rebound, providing a more dynamic feel. ASICS has married the FF BLAST™ foam material with the full-ground contact and gender-specific 3D SPACE CONSTRUCTION™ technology to create an even softer and smoother ride, increasing overall comfort.

Recommended for both beginners and experienced runners, the GEL-KAYANO™ 28 offers an enhanced running experience encapsulated in the distinct limited-edition design. The exclusive limited edition will be available at select retail outlets throughout the city from 29<sup>th</sup> October 2021, including GO Sport and Sun & Sand Sports.

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## NOTES FOR EDITOR

### ABOUT DUBAI FITNESS CHALLENGE

The [Dubai Fitness Challenge](#) (DFC) is an initiative of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai. The Challenge was created to support His Highness' vision of making Dubai one of the most active cities in the world. Now in its fifth annual edition - with more opportunities than ever to get involved - Dubai Fitness Challenge brings friends, families, colleagues and communities together to improve their health and wellbeing with 30 days of fun and fitness. Featuring a packed calendar of activities and events across the city including [Dubai Run](#) and [Dubai Ride](#), this year's Challenge runs from Friday 29 October through to Saturday 27 November 2021.

### ABOUT ASICS' MISSION TO MOVE ONE MILLION MINDS

In 2021, ASICS is on a mission to uplift one million minds across the world. As a pioneer in sport, ASICS is enabling everyday athletes to see for the first time the impact of movement on their own mind – with every mind moved contributing to the world's first live study into the relationship between sport and the mind.

Open to everyone, the Uplifting Minds study is the first multi-sport, multi-national study conducted into the impact of exercise on the mind. Whether training for the next race, taking part in Dubai Fitness Challenge, or simply practicing a favorite sport, ASICS is inviting everyone to be a part of its unique study to understand exactly how long it takes for exercise to positively impact the mind.

To find out more visit [Mind Uplifter™](#) or track live results on the [World Uplift Map](#).

