

## **Record Participation at Lulu Walkathon 2025**

**Over 23,000 participants from 127 nationalities come together to celebrate the UAE's "2025 Year of Community" Initiative**

**People of Determination hailed as champions**

**Dubai: The Lulu Walkathon 2025, powered by Mastercard, witnessed an unprecedented turnout, with over 23,000 participants joining the movement for sustainability and wellness. Organized by Lulu Group for the 13th consecutive year, the event took place at Mamzar Park, Dubai, in collaboration with various government entities and partners.**

**Held under the theme "Walk for Green," the walkathon underscored the importance of sustainability while promoting fitness and well-being. The event was officially inaugurated by Indian film star Asif Ali, joined by an impressive lineup of special guests, including Arab actor Ahmad Saif, Filipino celebrity OMG-Mark, and professional footballer Abdelfettah Bourzama, alongside popular social media influencers and sports personalities.**

**Their presence added to the excitement, inspiring participants to embrace a healthier lifestyle while championing environmental causes. A key highlight of the event was the participation of the People of Determination, reinforcing a powerful message of inclusivity and unity.**

**Kicking off at 9 a.m., the three-kilometer walk was complemented by engaging activities such as Zumba, aerobics, dance, yoga, and children's games, ensuring an enjoyable experience for all.**

**Salim MA, Director of Lulu Global Operations, expressed his enthusiasm, stating:**

**"The overwhelming community response sends a strong message in support of a sustainable future. It is truly inspiring to see UAE residents actively participating in fitness initiatives while embracing a healthier and more environmentally conscious lifestyle."**

**Registration for the event was free, with participants receiving complimentary T-shirts and hampers. Refreshment kiosks were also set up, along with various interactive activities to keep attendees engaged throughout the day.**

**V. Nandakumar, Director of Marketing & Communications at Lulu Retail Holdings, emphasized the significance of the initiative, stating:**

**"With 2025 designated as the Year of Community, we dedicate this walkathon to bringing together people from diverse backgrounds & nationalities, sending a powerful message of tolerance, inclusivity, and peace to the world."**

**The Lulu Walkathon 2025 not only reinforced Lulu's commitment to sustainability but also celebrated the UAE's rich cultural heritage. Attendees enjoyed a variety of food and beverages from dedicated refreshment stalls, making the event a memorable and impactful gathering for all.**