

Get Fit, Do Good

Get moving for a better world? That's right—with new fitness-focused apps that can help benefit those in need the more active you get, your motivation is about to skyrocket.

By Yi-Hwa Hanna



Anyone who's ever had to haul butt to the gym after a long day at work or a night out knows when it comes to getting—and staying—fit, the motivation to get yourself moving no matter what is what really gets results. But we're all human, and we know that some days it can be harder than usual to lace up your trainers. Well, what if we told you that if you did, aside from the benefits to your own bod, you'd also be helping those in need all around the world? Yep, we're pretty sure that'd light an even bigger fire under you to get moving, wouldn't it?

Which is why we're thrilled to hear that more and more fitness ventures are using the undeniably powerful combo of the commitment it takes to get thee moving, and assisting with charitable causes, to help make a real difference in the world. Take Technogym, for instance: A world-leading wellness and fitness company, their latest venture, "Let's Move For A Better World" enables you to do good for yourself and others at the same time. From March 1st until 19th, anyone exercising on Technogym equipment in fitness facilities all around the world—we're talking 21 countries here, so that's a lot of

gyms!—will have the chance to contribute to the cause and, ultimately, help donate a gym to a local school. The more users move, the more MOVE points (Technogym's unit of measure for movement) they earn. Once the challenge period has come to an end, the top three facilities in each country—i.e. those with the highest number of MOVE points—can donate state-of-the-art Technogym equipment to either a local school, or a local non-profit body dedicated to the promotion of health and wellness of their choice. There's no cost to take part, as long as you have access to Technogym equipment at a local facility—to find one in your area, just use the Club Finder aspect of the Technogym app.

They're not the only ones taking the initiative to do good: Styck, a locally-created app that rewards users based on movement, has already made waves by rewarding its users with everything from ride discounts on Careem, flight vouchers for Travelstart, food vouchers for Deliveroo and Taqado, stand up paddle hires at the Surf House Dubai, gym access at Uenergy and free nutrition workshops with Yoution, to name but a few. In

an effort to motivate groups of friends and colleagues to help spur each other on, their Trybes feature uses group step collection and leaderboards to create healthy competition and encouragement to get people moving. The app is currently free to download, but Styck plans to start donating 1/12 of all of their revenue to charity.

Globally, one of the most well-known apps is Charity Miles: Free to download, it allows you to pick a charity of your choice, then for each mile you walk, run or bike, the creators pay their sponsorship pool to their charity partners in proportion to the miles done for each. So what are you waiting for? As the Charity Miles app's description says, "Actions speak louder than words—and changing the world is a team sport." Go on and get it, gang! ■

CHARITABLE FITNESS

Looking for more ways to give back through your fitness efforts? Here are a few of our annual favourites:

- **Wings for Life**

On May 8th, runners all around the world will raise money to find a cure for spinal cord injury—100% of the entry fee goes to the cause. Wingsforlifeworldrun.com

- **Around The World Charity Paddle**

Hundreds of waterfolk paddleboard around the Nakheel World Islands to raise money for the UAE Red Crescent annually. SurfingDubai.com

- **Terry Fox Run**

Held in memory of cancer activist Terry Fox, this informal run raises funds for cancer research. TerryFox.org/Run