

Al Yousuf Sports Equipment and Precor announce gold sponsorship for Hilton Tower Race

Event to raise awareness and funds for Rashid Centre for People of Determination.



Dubai, Oct 18, 2019 ([IssueWire.com](http://www.IssueWire.com)) - Al Yousuf Sports Equipment (AYSE), the leading fitness equipment distributor in UAE, announced that it would be the official gold sponsor for the Hilton Tower Race, along with their core brand, Precor.

The Hilton Tower Race to be held this week on 19 October, is a collaborative initiative undertaken by

Hilton Dubai The Walk and Race ME, as part of Hilton's annual fundraising efforts. All proceeds from the event which encourages public participation will be donated to the Rashid Centre for People of Determination.

Participants in the Hilton Tower Race challenge will attempt to run up 730 steps or 36 floors of Hilton Dubai The Walk and will be treated to a healthy breakfast upon crossing the finish line. The event which is successfully entering its eighth consecutive year, will kick off at 7.30am and is expecting significant participation from fitness enthusiasts, working professionals, tourists and local residents.

Speaking on their decision to sponsor the Hilton Tower Race, Faez Abdulahad, Division Head, Al Yousuf Sports Equipment said, "Al Yousuf Sports Equipment and Precor have both always displayed immense support for causes that promote fitness. More importantly, however, we are on the constant lookout for opportunities to give back to society. It is an honor for us to be associated with a fundraising event that benefits the children at Rashid Centre for People of Determination and we are happy to be a part of this initiative that promotes both fitness and humanitarian causes. We are also proud to announce that employees from AYSE have also signed up as participants for the race as a trademark of their love for fitness and we wish them the very best."

Set up in 2008, AYSE is one of the largest distributors of fitness solutions in the UAE, with many government, commercial, residential and hospitality clients to its name, including Aldar Properties, Fit Republik, Hilton, IHG, Ramada, Hyatt, Accor, Jumeirah Group, Al Wasl Properties, Arenco, TK MMA Fitness, Train Strength & Fitness, Shabab Al Ahli, GGICO Properties, Abu Dhabi Police, Adnoc, Sharjah Sports Council and other contracting companies. AYSE is also the authorised distributor of a diverse portfolio of globally recognised brands, comprising their core brand Precor, Keiser, Idiaq, Electro-Body Centre, Jacobs Ladder, Hydridorider, Physioblab and Ropeflex.

Precor is a leading home and commercial fitness equipment manufacturer that personalises health and fitness experiences worldwide. The brand offers the finest high-end cardio and strength-building equipment, and the market's most deployed networked fitness software, Preva.

About Al Yousuf Sports Equipment LLC

Al Yousuf Sports Equipment is the sport equipment division of Al Yousuf Group, one of the leading diversified business groups in the region. Founded in 2008, Al Yousuf Sports Equipment has been dedicated to catering to the fitness needs of commercial gyms and fitness clubs, boutique studios, sports centres, residential properties, hotels & resorts, and hospitals & medical centres.

Al Yousuf Sports Equipment owns the exclusive distribution rights for a diverse portfolio of brands including Keiser, Idiaq, Electro-Body Centre, Jacobs Ladder, Hydridorider, Physioblab, Ropeflex. Precor, the latest addition, is a leading sports equipment brand with a strong global presence. Al Yousuf Sports Equipment is one of the largest distributors of commercial fitness solutions in the UAE, serving Abu Dhabi Police, ADNOC, Ministry of Foreign Affairs – Abu Dhabi, Sharjah Sports Council, GGICO, Aldar Properties, Burjeel Hospital, Jumeirah Creekside Hotel, Roda Hotels, Hilton, Four Season, Kempinski, Hyatt and Accor.

About Precor

Founded in 1980, Precor designs and builds premium fitness equipment for effective workouts that feel smooth and natural. Precor continually redefines the levels of innovation, quality, and service necessary to deliver the very best fitness experiences – all with the goal of improving the ways people improve

themselves. With a passionate focus on ergonomic motion, proven science and superior engineering, Precor continually advances the home and commercial fitness industry with breakthrough new product categories, including, EFX® Elliptical, Adaptive Motion Trainer® “AMT®” and Preva® Networked Fitness.

To learn more about Al Yousuf Sports Equipment, visit us at:

<http://www.alyousufsports.com/>

<https://www.linkedin.com/company/14573813/>

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