



WELCOME TO THE CHALLENGE! #JUNE2023

CONGRATULATIONS

You making the decision to sign up is the first step towards CHANGE.

You're off to a good start! This document will cover everything you need to know about the dynamics of THE CHALLENGE. In addition, you will need to provide 110% commitment to achieve your successful weight-loss journey.

It's not rocket science, or a magical crazy diet. Just damn hard work with an amazing community to help you on your way.

Below, is the basic formula that makes The Challenge system work:





THE WHAT

The Challenge is a simple, yet powerful 28-day fitness and fat burning system.

During the 28 days we will ask you to commit to 16 classes, and to stick to clean eating. We will take your body measurements at the beginning, at the middle and at the end to see your progress.



We will email you weekly with useful information on nutrition to keep you motivated. Every Sunday our emails will contain **#TheExtraMile**, a goal that you must complete before the week ends! Feel free to share your progress on social media!



THE WHERE

Choose to take The Challenge from any of our locations:

- **The Factory** (Al Quoz Industrial Area 3) or
- **Dubai Autodrome** (Motor City)



THE HOW MUCH

You must purchase a valid Circuit Factory monthly membership to cover the cost of your 16 classes during The Challenge.

(Promotional or discounted memberships can be used)

In addition to your existing monthly membership there is a Challenge Sign-up Fee of AED 49.-
This fee covers Admin Costs.



THE CHALLENGE P A S S

If you just want to take the Challenge and you currently have no active membership, you may purchase **The Challenge Pass for AED 765.-**

This pass will grant you access to all content and unlimited training at any of our locations during the duration of The Challenge.

This price already includes the sign-up fee of AED 49.-



THE FOOD

The Challenge includes full access to Circuit Factory's signature Holy Grail.

The Holy Grail is an easy to follow food guide, that teaches you the basics of how to eat clean and choose the right food during The Challenge.

Additionally, you will have access to our CF approved recipes. Clean, yummy and easy recipes to make at home and ensure you are fuelling up your body with the right stuff.

At the end of every week you will submit an honest food Confessional to our Nutrition Team who will provide you with feedback and advice to support your nutrition within 24 hours..



THE MEAL PLANS

You can still take part in The Challenge if you're on a meal plan.

We recommend you our friends at FITTMeals, who offer all Challengers a 10% discount on their Lean Plan or Low Calorie Plan (Challenge approved) with the code CHALLENGER10.

For more information on their meal plans, check www.fittmeals.ae



THE WHEN

Our next Challenge kicks off on **Monday, 05th of June 2023.**

Starting Measurements: 05/06/2023 or 06/06/2023

Midway Measurements: 19/06/2023 or 20/06/2023

We will host The Challenge Finale on Saturday 1st of July, 2023.



THE WINNERS

We always reward people who have worked hard during the entire Challenge. The aim of The Challenge is to shred as much weight as possible, within the Circuit Factory Challenge guidelines of good habits.

Our Challenge winners are carefully selected based on different criteria and if you tick all these, then your chances are higher. Winners are announced at The Challenge Finale.



THE PRIZES

On this edition of The Challenge we have stepped up our game, the Challenger who wins the Challenge will get:

One month of **FREE Unlimited Circuit Factory** ✓

Circuit Factory Challenge Winner Trophy ✓

A **AED200 voucher** from our friends at **FITMeals** ✓

You will join the Circuit Factory's Hall of Fame and your name will become part of Circuit Factory's history. ✓

Our **Location Stars** (Runners-up) will receive: One **FREE week** at Circuit Factory, and **AED200 voucher** from our friends at **FITMeals** ✓



THE CRITERIA

You must demonstrate that you have significantly changed your lifestyle, habits and mindset when it comes to food and fitness.

You need to make sure that you are on top of your game and truly make an inspirational difference. But! Remember, winning The Challenge is just a cherry on top.

Reaching your goals and your own achievements in 28 days will truly be your victory.



THE SIGN UPS

To sign up, simply visit www.circuitfactory.ae/challenge



THE EVERYTHING ELSE

If you have any other queries, email info@circuitfactory.ae and we will take it from there.