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EVENT INFORMATION

2009 World Mixed Martial Arts Awards

“The Fighter of the year” will be honoured in a glamorous event.

The Fighters Only World Mixed Martial Arts (MMA) Awards will take place in an **Oscars-style ceremony** on **December 30th 2009** at the Joint at **the Hard Rock Hotel in Las Vegas, USA**. This historical event in the sport of MMA is organized by Fighters Only magazine, the world’s leading MMA publication. Created with the purpose of recognizing and celebrating the achievements of the people involved in making MMA so great, the World MMA Awards is an annual event currently in its second year.

This year the MMA Awards will be televised for the first time and broadcasted on Versus TV in the USA. Comedian John Heffron will emcee the event.

All awards for the 18 categories as the “**Fighter of the Year**”, the “**Fight of the Year**”, the “**KO of the Year**”, the “**Submission of the Year**”, the “**European Fighter of the Year**” ... are nominated and voted on by the fans on www.worldmmaawards.com



Fighters Only Managing Director Rob Hewitt:

“Like other mainstream industries such as film and music, MMA is now at a stage where it deserves an annual industry award that fighters and executives can look forward to and aspire to win. The fact that the awards are voted for by the public really means something to the winners too. We wanted to give the fans a voice in the industry as well as educate people new to MMA as to who the sports leaders are.”

There are really big names under the nominees like **Georges St.Pierre** demonstrated why he’s considered the man to beat at 170 lbs this year delivering dominating performances against BJ Penn and Thiago Alves.

Or **Lyoto Machida**, always a dominant fighter Machida found his KO power in 2009 sending Thiago Silva and then UFC light heavyweight champion Rashad Evans back to the changing room early recovering from being knocked out whilst Machida himself looked like he’d simply warmed up. Evasive and now destructive Machida’s new found aggression has earned him a legion of new fans, a UFC title and a place in the finals of Fighter of the Year.



Whilst the 2008 Fighter of the year 2008 **Anderson Silva** struggled to find motivation (and a finish) in his first two bouts in the nomination period his effortless looking KO of former light heavyweight champion Forrest Griffin at UFC 101 allowing him to demonstrate his phenomenal skill levels and sees him return to the finals of this category for the second year running.

Mike Thomas Brown earning KO, submission and fight of the night honours in your last three fights is no easy task but when you're doing it at the top of the WEC's hyper competitive Featherweight division it's another thing entirely. Brown's achievement of such a feat defeating Urijah Faber twice and Leonard Garcia sees him in the running for Fighter of the Year.

Brock Lesnar comprehensively beat two former UFC Champions on the road to becoming the undisputed champion in just his fourth and fifth fights. Physical prowess that is rarely rivalled coupled with a lightning fast improvement of his skills have seen Lesnar propelled to the top of the UFC's newly regenerated heavyweight division.

See all categories and nominees on www.worldmmaawards.com vote now.

The Joint at the **Hard Rock Hotel and Casino** is one of Las Vegas' premiere venues and will play host to the 2009 World MMA Awards. This intimate 4,000 seat venue houses a state of the art sound system and a surrounding worthy of such a prestigious event. A very limited number of tickets will be on sale to fans so that they can enjoy the excitement of seeing the winners presented with their trophies live and share the experience with some of the biggest names in Mixed Martial Arts today.



TELEVISION FACTS

TV Rights and Licenses: sports tv media distribution, www.stvmd.com

TV-production: Professional tv production in High Definition 16:9 PAL and NTSC

Available programmes: **46 min. international Highlight Show** with time code and word script in English, all formats available, delivery date 11.01.2009, Promotion Trailer (tape and download)

Unilaterals on request

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