



FOR IMMEDIATE RELEASE:
Tuesday, February 09, 2010

Rockstar Energy Drink presents

KING OF THE CAGE: FEARLESS

SATURDAY, APRIL 24, 2010
SOUTH OKANAGAN EVENTS CENTRE

Doors: 6:30PM ~ Show: 7:30PM

Tickets on sale Friday, February 12th @ 10AM

Tickets available at SOEC Box Office, Wine Country Visitors Centre,
Charge by phone at 1-877-SOEC-TIX (763-2849)

Order online at www.valleyfirsttix.com

Tickets (incl GST): \$20.00, \$49.50, \$84.50, \$125.00
(plus FMF and applicable service charges)

“RUTHLESS” RYAN CHIAPPE DEFENDS MIDDLEWEIGHT TITLE

Penticton, BC: There's only one place to come and see the best MMA fighters in Canada – the South Okanagan Events Centre welcomes King of the Cage: Fearless on April 24th.

Fans won't want to miss **“Ruthless” Ryan Chiappe** defend his Canadian Middleweight Championship title against Jarid Bussemakers. **Sam Flood** will also be matched up against the legend, **Dan “The Beast” Severn**. Many other King of the Cage favourites will also be showing off their skills including **Bill “The Butcher” Mahood** and **Matt Baker**.

Featuring only professional and elite fighters from across the globe, King of the Cage is a competitive event pitting warrior against warrior in hand-to-hand battles of skill, honour and art. From Brazilian Jiu-Jitsu to wrestling, Muay Thai to boxing, all styles are encouraged in King of the Cage. There are rules to protect the competitors to ensure the sport is as safe, if not safer, than many of the major league American MMA brands.

Which style will reign supreme? Which man will be left standing? Who will be the
King of the Cage!

CONTACT: **Lisa Zechmeister, Marketing Manager**
South Okanagan Events Centre
lisa.zechmeister@penticton.ca
P: 250-490-2351



ABOUT GLOBAL SPECTRUM FACILITY MANAGEMENT:

Global Spectrum (global-spectrum.com) is the fastest growing firm in the public assembly facility management field with more than 85 facilities throughout the United States and Canada. The Philadelphia-based company is part of one of the world's largest sports and entertainment companies, Comcast-Spectacor, which also owns the Philadelphia Flyers of the National Hockey League, the Philadelphia 76ers of the National Basketball Association, Flyers Skate Zone, a series of community ice skating rinks, Comcast SportsNet Philadelphia, a regional sports programming network, Ovations Food Services, a food and beverage services provider, New Era Tickets, a full-service ticketing and marketing product for public assembly facilities, and Front Row Marketing Services, a commercial rights sales company and 3601 Creative Group, a full-service in-house advertising agency. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectaculars on NBC.