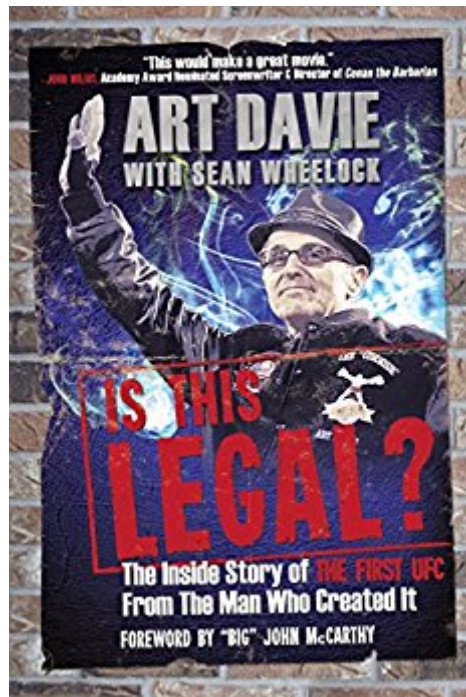


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## Synopsis

On November 12, 1993, in Denver, Colorado, the Ultimate Fighting Championship was unleashed on an unsuspecting public, with an explosion-an explosion of blood-as 6-foot-5 Dutch savate champion Gerard Gordeau kicked 420 lb-sumo wrestler Teila Tuli flush in the face less than one minute into the night's opening fight. The creation of ad man and serial entrepreneur Art Davie, the UFC arrived with virtually no warning or fanfare. Yet it was watched live in nearly 90,000 U.S. households through Pay-Per-View television, and instantly redefined action sports for a new generation. The brutal kick delivered by Gordeau not only sent Tuli's tooth flying into the crowd, it knocked the martial arts and combat sports worlds on their asses. With the very first UFC, the new sport of mixed martial arts (MMA) was launched-although it wasn't even called that yet-and fighting would never again be the same. Now, for the first time, the true story of how the Ultimate Fighting Championship came into existence is told by the man who started it all. In this vivid and fast-moving, first-person account, Davie explains how his idea to crown the World's Best Fighter painstakingly evolved into the UFC, which now stands as a billion-dollar sports franchise. Art Davie is the Dr. James Naismith and Abner Doubleday of MMA (with a touch of PT Barnum), yet his name is largely unknown. That is, until now. Davie's tale is one of perseverance and against-all-odds determination, as he worked tirelessly for four years to see his dream come to brutal fruition, while meeting resistance at every single turn. It's also a mash-up of martial arts, celebrity, sports, and business, involving a highly improbable cast of characters that includes Academy Award nominee John Milius, NFL Hall of Fame running back Jim Brown, action film star Chuck Norris, Brazilian jiu-jitsu godfather Rorion Gracie and Pay-Per-View TV pioneer Bob Meyrowitz. This no-holds-barred account of how Davie started the Ultimate Fighting Championship, and launched mixed martial arts, is one for not just fight fans, but for fans of mavericks in business and life who stop at nothing to fulfill their dreams. Whether you're a hardcore supporter of MMA, or have never watched a single bout, you'll be enthralled by Davie's story of triumph, tempered by constantly lurking disaster. Art Davie created the sport of the 21st century, which arrived a decade early. He started a revolution, and his revolution was televised.

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## Customer Reviews

I have been looking forward to this book for a very long time. The beginnings of the Ultimate Fighting Championship has always intrigued me. I knew it could not have been an easy road to get a mixed martial arts tournament off the ground. At the end of this book, I was exhausted. I felt like I was right there with Art Davie and feeling every stress and annoyance he would encounter leading up to that historic night on November 12th, 1993 in Denver, Colorado. At first I thought it would be a hit piece from how Art Davie opened up about "telling the truth" about how the UFC was created. It ended not being a hit piece at all, but a in detail look on how it all started. I loved every page of this book. Starting my own pro wrestling promotion Premier back in January of 2013, it was overwhelming task. So going on Art Davie's journey of making his vision of various disciplines of combat sports coming together to see who in fact was truly the best, was an inspiration and motivated me even more to continue my company forward to the success I envision it. My favorite chapters are the ones featuring the talent of the first ever tournament, from the chapter of trying to sign eight fighters to the chapter of going over the rules with the fighters the night before the event. Though Royce Gracie and Ken Shamrock became MMA legends, most of the fighters in the first ever tournament have long been forgotten today, well other then maybe Art Jimmerson, the boxer who wore one boxing glove on his left hand into the cage. These forgotten fighters are remembered here and you get to know them.

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