

# \$500 MILLION DOLLAR CHINESE COMPANY ENTERS AUSTRALIAN FIGHT GAME !

KUNLUN FIGHT (KLF) AND AUSTRALIAN FIGHTING CHAMPIONSHIP (AFC) MMA JOIN FORCES!

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China's premier fighting promotions company Kunlun Fight ( KLF) will announce a joint venture with Australian Fighting Championship Mixed Martial Arts (AFC MMA) at 2pm Wednesday 14th June at the Victoria Room, 1st Floor 86 New Quay Rd, Docklands, Melbourne to stage events in Australia and China. Media are welcome to attend.

The cooperation of KLF with AFC will help boost the sport's activities in Australia, and encourage more Australians to pay attention to health and sport.

TO RSVP and to arrange interviews with AFC's Adam Milankovic and Kelly Seif and KLF founder Jiang Hua email [max@marksonsparks.com](mailto:max@marksonsparks.com) or call Max Markson 0412501601

## ABOUT KUNLUN FIGHT

Kunlun Fight is a Chinese kickboxing promotion developed by Kunsun Media. KLF debuted in 2014 and is regarded as one of the top kickboxing promotions companies in the world having already staged over 60 events across China, Russia, Japan, Korea, Thailand, Italy, Belarus, Kazakhstan and the Phillipines. Movie star Jet Li is one of the shareholders of KLF which is valued at over 350 million USD, making KLF the most valuable combat sports startup in China.

## ABOUT AFC

AFC - Australian Fighting Championship is Australia's premier Mixed Martial Arts fight promoters. Founded by CEO Adam Milankovic in 2011. The AFC has been formed to unite the Australian Mixed Martial Arts industry and bring mainstream awareness to the sport. By showcasing the best Australian talent alongside international wildcards, the AFC delivers the highest quality Mixed Martial Arts events in the country. AFC recently took their shows international and with 2 successful shows have established them selves into China making them the first ever international Australian Fight MMA promoters. Mixed Martial Arts is one of the fastest growing sports in the world and Australia is the fastest growing country with the sport in the world. The joint venture partnership with KLF and the AFC will see major fights this October in Melbourne, and November in Sydney.

## Contacts

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