

Freedom Fight Productions Just Added Metal To The MMA Mix!

By indiesolo

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Freedom Fight Productions teams up with indieSolo.com to add ground and pound metal music to MMA events. The best of independent music will create the ultimate entertainment experience for Freedom Fight Fans and the sport of MMA.

The explosive sport of MMA has just added ground and pound metal music to the mix. Freedom Fight Productions, one of Canada's leaders in MMA sporting events and <http://www.indieSolo.com>, an international music company who features some of the world's best independent musicians have teamed up to brand a lifestyle element to the sport.

IndieSolo.com, a division of EyeShout Media Inc, will become the official music provider for the upcoming Freedom Fight 2008 event scheduled for July 26, 2008 at the Robert Guertin Arena in Gatineau, Quebec - <http://www.freedomfight.tv>

This marketing alliance is a natural fit as both the sport of MMA and independent music is experiencing unparallel growth in popularity and target the same demographic market. Music has always been in the background of MMA sports. This partnership is looking to change this by infusing a heavy music element into the promotion and fabric of the sport.

The two companies are planning a MMA music spectacle in Toronto this June to uncover the Official Band of Freedom Fight 2008 including an unplugged music show at the Weigh-In ceremonies at the Hard Rock Café in Ottawa. The winning band's music will kick off this stacked title event in July, which includes a debut fight for Much Music celebrity Robin Black plus the music will be used in the production of Freedom Fight DVDs and CD compilations. This partnership also promises to deliver some of the best entrance theme songs and soundtracks which will only make Freedom Fights live events even more explosive.

IndieSolo is thrilled to partner with Pete Rodley, one of the leading pioneers in MMA event promotions, to become the official music provider of Freedom Fight 2008. Johnny says "this partnership could not have been timelier for our company and artists. Shortly after we launched the Internet's first music section dedicated to Mixed Martial Arts, we were approached by Rodley to provide the sound and music behind Freedom Fight 2008 using our pool of exceptional independent metal artists" Being a part of a reputable and exciting organization like Freedom Fight is as real as it gets for our artists.

IndieSolo's metal artists will now have the platform and the outlet to promote their music worldwide in what is becoming the fastest growing spectator sport on the planet. According to Johnny, "our bands are extremely excited and eagerly want to be a part of this event and sport. When you have bands telling you they are writing songs specifically for this sports genre now, you just know their creativity and hunger will translate in a whole new experience for Freedom Fight fans"

Pete Rodley of Freedom Fight Productions ads "I am extremely excited about working with Johnny and the entire Indiesolo team. Music has always been an important element in my events and I have always made an effort to give new bands a chance at my shows. In partnering with Indiesolo we have a situation where new artists will get vast exposure at my live events, promo events and globally via DVD releases. Further, we will get to experience a whole new breed of musician at Freedom Fight events which will certainly add to the whole experience for Freedom Fight fans. Being a musician myself, I am very proud of this

partnership and the great things that Freedom Fight, Indiesolo and their many artists have to look forward to."

Build around a solid fan base and a legion of recognizable athletes, attendance for Freedom Fight events continue to rapidly grow as a result of massive media coverage and popularity of each fight card. Tickets for Freedom Fight 2008 on July 26, 2008 can be purchased at Ticketmaster.ca.

About EyeShout Media Inc.:

EyeShout Media Inc, parent company to indieSolo.com is a leading marketer and provider of compelling niche Internet sites for the independent music industry. EyeShout Media Inc. was founded in June 2006 by CEO Johnnyi. Johnny is a successful entrepreneur and an Internet pioneer with over 15 years of experience in Sales, Technology, and Entertainment.

About Freedom Fights Production:

Freedom Fight Productions is owned by Pete Rodley who is the only promoter of legal (sanctioned) MMA in Ontario. Rodley has been involved in MMA for over 13 years and has promoted or co promoted 20 live MMA events. Freedom Fight Productions are the leaders in Canadian MMA with 4 annual MMA galas under its belt.

Category	Entertainment, Sports, Music
Tags	mma, mma fights, freedom fights, title quest, ufc, entrance theme songs, mma music, Rock, metal music, ground and pound
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