



Mixed Martial Arts and NASCAR Collide During The Weekend of the 51st Annual Daytona 500

For the first time in history, a mixed martial arts event will be held in conjunction with a major motorsports event. Racing fans and mixed martial arts fans will gather together for the "Rumble in Race Town" presented by Xtreme Cage Fighting on Saturday, February 14th, 2009 at the Daytona Beach Ocean Center.

Daytona Beach, FL ([PRWEB](#)) January 5, 2009 -- For the first time in history, a mixed martial arts event will be held in conjunction with a major motorsports event. Racing fans and mixed martial arts fans will gather together for the "Rumble in Race Town", presented by Xtreme Cage Fighting on Saturday, February 14th, 2009 at the Daytona Beach Ocean Center.

The promoter of the event, Doug Bland, has over 13 years of motorsports marketing experience along with a reputation of putting together some of the best fight cards in mixed martial arts. For this highly anticipated event, Bland has put together a fight card that will feature former UFC fighters, a former NFL football player and several of the best mixed martial arts fighters in America.

"We are very excited to bring the incredible sport of mixed martial arts to Daytona during the weekend of the 500," says Bland. "The reaction of the drivers I have spoken to about the event has been absolutely phenomenal, and we are looking forward to putting on a great show for the drivers and the mixed martial arts fans in Florida."

The Rumble in Race Town marks the thirty year anniversary of another well known fist fight that took place during the Daytona 500 on turn number 3 between the Allison brothers and Cale Yarbrough. This brawl helped make NASCAR attractive to the television networks and forever changed the way the sport is accepted in America. With mixed martial arts becoming the fastest growing sport in the world, Xtreme Cage Fighting is now on the front lines in accelerating its popularity.

"By pairing mixed martial arts together with the most prestigious race in motorsports, it allows Xtreme Cage Fighting the opportunity to present this upcoming sport to the 200,000 racing fans that will be in Daytona," says Bland.

The Daytona 500 has produced some of the most memorable events in NASCAR history, and it is the hope of Doug Bland that the Rumble in Race Town will be historical as well.

Tickets for the DynaPep Rumble in Race Town range from \$30 to \$100 and are on sale now via Ticket Master and the Ocean Center box office.

Dyna Pep will be the primary sponsor for the Rumble in Race Town, along with Budweiser and MMA Militia Fight Gear.

For more information, please visit www.XtremeCageFighting.net or call (704) 701-0904.

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