

Monday, December 05, 2011



(PRESS RELEASE) -- Professional mixed martial arts (MMA) makes its Pleasanton debut next Saturday night, December 10 at the Alameda County Fairgrounds when Dublin Toyota and Dublin Hyundai present IMPACT MMA "RECOGNITION"! The action-packed 10-bout fight card will feature local and nationally known fighters hailing from legendary training centers including American Kickboxing Academy (AKA) and [Cesar Gracie](#) Jiu-Jitsu. Many of the participating fighters have competed at the highest levels and organizations of MMA including Strikeforce, King of the Cage, WEC, Sharks Fights and more.

The main event will showcase a light heavyweight local attraction featuring Concord's [Roy Boughton](#) against Sacramento's, Jeromy Freitag. Boughton, fighting out of [Cesar Gracie's](#) Jiu-Jitsu, brings an impressive 6-2 professional record to the cage with a highly notable win last October, 2010 over former Pride Fighting Championships and Strikeforce® star, Murilo "Ninja" Rua. Freitag, hailing from the ever-popular Uriah Faber's Ultimate Fitness Gym in Sacramento holds a 6-9 pro record and has fought in notable MMA organizations including Elite XC and World Extreme Cagefighting (WEC).

In the evening's co-main event, Hayward's Jeremiah Labiano, a graduate of Mount Eden High School and a student of and teacher at Crispim BJJ Training Center in Pleasanton, CA, will make his professional MMA debut against Brazilian jiu-jitsu specialist [Derrick Easterling](#) (2-1) in a bantamweight battle.

Other featured bouts scheduled include former Strikeforce veteran, [Ron Keslar](#) (7-3) vs. Oakland's submission wizard, James "Dr. Jekyll" Chaney (4-1) in a welterweight contest, undefeated knockout artist [Sean Pierre](#) (1-0) vs. undefeated submission specialist Marcel Fortuna (2-0) in a light heavyweight collision and former Strikeforce and Elite XC Heavyweight [Carl Seumanutafa](#) (4-3) from [Gilbert Melendez's](#) "El Nino" Gym in San Francisco vs. [C.J. Leveque](#) (3-2).

The Pleasanton, CA based IMPACT MMA promotion was founded in 2011 and is dedicated to growing the sport of MMA in the tri-valley area and beyond. "Our dedication to providing a solid foundation for our athletes to compete, putting on entertaining fights and providing a memorable live event experience for all of our fans is our number one priority" said Impact MMA co-founder, Tommy Rojas. Fellow co-founder, [Danny Kelly](#) added, "We really think the local tri-valley community will be impressed with what we are going to deliver next Saturday night. I know we're excited, and I truly believe our excitement level will carry over to the live event".

IMPACT MMA "RECOGNITION" will take place in the Young California building at the Alameda County Fairgrounds and fans can expect a packed house. Well-renowned veteran ring announcer, Sonny Franco, will emcee the show and Lisa "The Black Widow" King, a successful fighter, actress and model, will provide in-cage commentary throughout the event.

The event weekend will kick-off on Friday, December 9 with the official weigh-in event taking place at 5:00PM at Athens Burgers Restaurant located at 6999 Dublin Blvd. in Dublin. The weigh-in event is free and open to the public. Tickets for the Saturday night's fights start at just \$25 and are available at [www.impactfights.com](#). A limited amount of tickets will be available at the door the night of the event. Doors will open at 5:00PM and the preliminary fights will begin at 6PM. The entrance to the Alameda County Fairgrounds is located at the intersection of Valley Ave and Bernal Ave off the 680 freeway in Pleasanton, California.

The show's official after-party will take place at Mexico Lindo Restaurant across the street from the Fairgrounds at 6690 Koll Center Parkway in Pleasanton. For more details hit [www.impactfights.com](#)

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