

Launch of Ster-Kinekor EFC Africa partnership

Extreme Fighting Championship EFC Africa 28 will be screened in select Ster-Kinekor cinemas around the country for the first time on 27 March 2014, following a partnership agreement between the two companies.



EFC is described as the African continent's biggest mixed martial arts (MMA) organisation and a world leader. The partnership is launched on the back of Ster-Kinekor having completed the digital conversion in each of its cinemas. The new format promises fans a big screen, live cinema experience, using the most advanced cinema broadcast platform available worldwide.

"We're excited to be offering fight fans the chance to see our events in such an awesome, larger than life setting," said EFC Africa president, Cairo Howarth. "The state of the art digital HD setup makes it an incredible experience, from the first fight to the last. From 1 May, fans in Bloemfontein will be able to attend the cinema too, which we have been trying to organise for some time. Ster-Kinekor is leading the way with HD broadcast technology and we are proud to be associated with this exciting project."

Fans can enjoy the EFC AFRICA 28 HD, big screen experience at the following Ster-Kinekor cinemas:

- Ster-Kinekor Fourways (Johannesburg)
- Ster-Kinekor East Rand Mall (Johannesburg)
- Ster-Kinekor Gateway (Durban)

- Ster-Kinekor Cavendish (Cape Town)

EFC AFRICA 29, taking place on 1 May, will see the addition of cinemas at:

- Ster-Kinekor Brooklyn (Pretoria)
- Ster-Kinekor The Zone (Johannesburg)
- Ster-Kinekor Cradlestone (West Rand)
- Ster-Kinekor Maponya (Soweto)
- Ster-Kinekor Cape Gate (Cape Town)
- Ster-Kinekor Tyger Valley (Cape Town)
- Ster-Kinekor Mimosa (Bloemfontein)

- Ster-Kinekor Greenstone (Edenvale)

Bookings open on Friday 14 March. Tickets cost R120, Ster-Kinekor SKCLUB, Discovery Vitality or Edgars club movie card benefits will apply. For more information, go to www.sterkinekor.com.

EFC AFRICA 28, presented by BetXchange.com, takes place on Thursday 27 March 2014 at the Coca-Cola Dome, Johannesburg. All athletes competing at EFC AFRICA 28 will wear black armbands in honour of deceased athlete Booto Guylain.