

Blockbuster action movie 'Pacific Rim' to launch at EFC Africa

In a landmark deal, Warner Bros Pictures and Extreme Fighting Championship (EFC) Africa are partnering to promote the latest blockbuster movie 'Pacific Rim' to the Southern African public at EFC Africa 21, taking place on 25 July 2013 at Carnival City.



"This partnership is the first of its kind for combat sports in Africa," says EFC Africa president Cairo Howard. "Pacific Rim is a great film to partner with, plenty of action, which will appeal to our worldwide, passionate fan base. We're looking forward to taking this concept into the future on many other projects."

The sci-fi action adventure film is directed by Guillermo del Toro and produced by Warner Bros. Pictures and Legendary Pictures. The film releases on 2 August 2013.

"We are excited about this partnership, as it is the fastest growing sport in Africa and a great platform to showcase the magnitude of the film," says Driki Van Zyl, representative of Warner Bros Pictures. "The synergy between this high-octane blockbuster and the energy of the sport lends itself to a fruitful partnership with mutual benefits for engaging with fans at the live events, on TV, social media and online."

EFC Africa events are broadcast to over 110 countries across the globe on nine television networks in multiple languages. The live broadcast is available to over 130 million homes across Africa on Supersport the continent's largest sport network, as well as in the US, Canada and the Caribbean on Fight Now! TV, America's only 24-hour combat sports and entertainment channel.

Live broadcasts of every event are available across Romania on free to air broadcaster Transilvania LIVE. Delayed live events are broadcast throughout Malaysia on Max Man TV.