



Is This Legal?: The Inside Story of The First UFC from the Man Who Created It

Art Davie, Sean Wheelock

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On November 12, 1993, an entirely new sport was unleashed on an unsuspecting viewing public--one that was unlike any other, and one that would come to redefine combat and action sports for a new generation. The sport was mixed martial arts (MMA)--although it hadn't been named that yet--and the event was the Ultimate Fighting Championship. The creation of ad man and serial entrepreneur Art Davie, the UFC entered nearly 90,000 households through pay per view television with an explosion...an explosion of blood--as Dutch karate champion Gerard Gordeau kicked fallen Sumo wrestler Teila Tuli right in the face during the first minute of the opening fight. This shocking scene was only a prelude of what was to come that autumn night in Denver, and worldwide over the next 20 years. Now, for the first time, the true story of how the UFC and the sport of MMA came into existence will be told by the man who started it all. Art Davie is the Dr. James Naismith and Abner Doubleday (with a touch of PT Barnum) of MMA, yet his name is largely unknown. That is, until now. In this vivid and fast-moving, first-person account, Davie tells the story of his creation, which has flourished into the billion-dollar behemoth Ultimate Fighting Championship. Davie's is a tale of perseverance and against-all-odds determination, as he worked tirelessly for four years to see his idea come to brutal fruition, meeting resistance at every single turn. It's also a mash-up of martial arts, celebrity and business culture, involving a highly improbable cast of characters, ranging from Academy Award nominee John Milius, NFL Hall of Fame running back Jim Brown, action star Chuck Norris, Brazilian Jiu-Jitsu godfather Rorion Gracie and pay per view pioneer Bob Meyrowitz. Davie's story of how he created the Ultimate Fighting Championship, and thus invented the new sport mixed martial arts, is one for not just fight fans, but for fans of mavericks in business and life, who stop at nothing to fulfill their dreams. Whether you're a hardcore supporter of MMA, or have never watched a bout in your life, you'll be enthralled by Davie's story of ultimate triumph tempered by constant near-disaster. Davie created the sport of the 21st Century, which arrived two decades early and with virtually no fanfare or warning. He started a revolution, and his revolution was televised.

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