



## **BYB Extreme Bareknuckle Fighting Series Gets in the Crypto & NFT Game: Signs Deal with Sponsor MMACOIN, a Deflationary Cryptocurrency on the Binance Smart Chain**

*MMACOIN will be presenting sponsor for three BYB 8 fights on December 17, including co-main event*

**MIAMI, FL, November 30, 2021** – BYB Extreme Fighting Series announced today its newest partner, MMACOIN, a deflationary cryptocurrency on the Binance Smart Chain (BSC) uniting the crypto world and the fight industry, helping fighters earn money via NFTs, providing rewards to \$MMA holders, and making contributions to children's charities.

Said the MMACOIN team, "MMACOIN is very excited to be a BYB Extreme sponsor for the upcoming BYB 8 event in Miami. Bare knuckle fighting is gaining major traction and BYB is well positioned to be a top leader in the industry. It has been a pleasure working with the CEO, Mike Vazquez, and we can't wait to see the amazing fights lined up to battle it out in the infamous Trigon."

Said Vazquez, "Having gotten to know the MMACOIN guys at a handful of our past events, I'm excited to see what we can do together as official partners. Their focus on fighters, innovation and community aligns perfectly with our organization. The value they bring not only helps us grow as a company, but it benefits our fans and combatants alike. I couldn't think of a better combination."

Through MMACOIN, BYB will be minting and selling NFTs starting with BYB Champions Patricia Juarez and Jomi Escoboza, followed by the best highlights from BYB 8. A majority of the proceeds will go directly back to our fighters. More details will follow.

BYB 8: 'Tis the Season to Brawl will take place December 17 at the James L. Knight Center in Downtown Miami. Tickets are now on sale at [bybtickets.com](https://bybtickets.com).

### **About BYB Extreme Fighting Series**

BYB Extreme Fighting Series was established to bring fight fans what they want most, ACTION! BYB Extreme Bare-Knuckle Brawls is designed to leave decisions to the combatants in the cage, not the judges. Close combat in BYB's 3-sided Triangle cage, affectionately known as "The Trigon," just about guarantees that. No other ring or cage in the world has angles of less than 90 degrees. With 60-degree angles, "The Trigon" guarantees 180-degrees of mayhem. BYB Extreme combatants will work to take the action to the center of the cage versus risking getting caught up in one of "The Trigon's" tight corners. BYB Extreme Fighting Series is taking Bareknuckle Brawling into the 21st and even the 22nd centuries, not back to the 1800's. Let's Brawl. For more information visit [bybextreme.com](https://bybextreme.com), Facebook @bybextremefightingseries, Twitter, Instagram and YouTube at @bybextreme.

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