



WORLD FIGHTING FEDERATION RETURNS TO THE FINDLAY TOYOTA CENTER ON APRIL 4, 2020

Prescott Valley, AZ (January 9, 2020) – World Fighting Federation (WFF) is bringing their professional and amateur MMA fights back to the Findlay Toyota Center on Saturday, April 4, 2020. **WFF 43** is sponsored by Modelo, Corona Premier, Founding Fathers Collective, Sun Valley Diesel and Little Dealer Little Prices RV. Tickets will go on sale January 20, 2020 at the arena box office and Ticketmaster.com

WFF puts on high-class events with at least 12 fights scheduled for **WFF 43**. They are excited to return to Prescott Valley and produce an exciting night for its MMA fans. Many local fighters will be on the fight card again. Just like last year, the fighters will step into the 24-foot circle cage to fight an equally skilled opponent for three rounds of fighting.

“We are really excited to be bringing MMA back to Prescott Valley. The high energy last time from the fans was incredible!” said Brandy Pierce, owner of the World Fighting Federation. “We look forward to another successful show and hope to bring the fans to the edge of their seats again!”

There will be a **20% OFF Event Insider Pre-Sale Monday, January 13th – 19th**. Findlay Toyota Center Event Insiders receive pre-sale codes via email. You can become an Event Insider by signing up at www.findlaytoyotacenter.com/event-insider.

“Everyone who came to the 2019 WFF fights loved having professional MMA fights in our local area and were asking to see more.” said Sheila Anderson, Spectra Marketing Manager for the Findlay Toyota Center. “We are excited to see this event grow every year.”

For more event info and updates, go to www.findlaytoyotacenter.com.

About World Fighting Federation – World Fighting Federation (WFF) is based in Phoenix, AZ and has been bringing MMA fans to their feet since 2009. World Fighting Federation has been growing for the last 11 years and is now Arizona’s longest running Mixed Martial Arts Promotion. The WFF has had more than 17 local fighters signed to the UFC. WFF is the stepping stone for getting local fighters recognized by national promotions, like the UFC. WFF constantly gives back to local charities and helps elevate young athletes and rising stars in the sport. WFF is 100% female owned, and has AZ’s only female MMA promoter and matchmaker. World Fighting Federation has been recognized by many radio and TV stations, Phoenix Business Journal and Hollywood movie films. Learn more at www.wffmma.com

About Findlay Toyota Center - The Findlay Toyota Center is a 6,000-seat venue, approximately 85 miles north of Phoenix, which serves the Prescott, Sedona, and Flagstaff metro areas. The facility is home to the Northern Arizona Suns basketball team (the Phoenix Suns NBA G League affiliate), concerts, sporting events, motorsports, and community events. Major events have included Willie Nelson, Justin Moore, Mannheim Steamroller, James Taylor, and Stevie Nicks. Learn more at www.findlaytoyotacenter.com

About Spectra - Spectra provides private management services for the Town of Prescott Valley's Findlay Toyota Center. Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Spectra has developed and secured over 35 naming rights partnerships on behalf of its clients across North America in the past six years. Learn more at www.spectraexperiences.com. Follow Spectra on Facebook, Instagram, Twitter, and LinkedIn.

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