

Ladies and Gentlemen, The Final Promo Package for It's Showtime on March 6th

Written by Dave Walsh
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I feel like we all got to see an amazing work in progress when [AFAV](#) released a video of the footage they took of the It's Showtime stars which was to be used for the final video seen below. AFAV released a video a few weeks ago of all of the footage for this Fighting Stars promo, in a way giving us a look behind the curtain for the number two kickboxing promotion in the world's hype package for what will turn out to be the first major kickboxing show of 2011. There have been many note-worthy shows, but for the current atmosphere, if it isn't K-1 or It's Showtime, it just isn't that huge.

Behind the curtain for this video consisted of a few minutes of guys shadowboxing with cool lighting and some text flying around. Honestly, if you were given a behind the curtain look at LiverKick.com you'd see my kitchen table, my laptop and myself shadowboxing (the wine glasses in the cabinet clang against each other when I high kick or feign a flying knee) with words flying all through my mind with Pink Floyd's "The Wall" playing on a near infinite loop to go with my sometimes intentionally lacking grammar. Writing is like music, once you know the rules and master them you can break them and answer to no one but the inner recesses of your mind.

If this video does not excite you for what is gearing up to be an incredible show, I highly recommend you look up the names of some of these fighters on YouTube, as I'm doubting you've seen them fight before. That is how good this is looking.