



**#ITHEAVYHITTERS 2021**

# Welcome to IT Heavy Hitters 2021

## - An introduction:

---

I'm Mike Dawes and IT Heavy Hitters is a project back after having raised over \$437,000 in our previous six years. I created this from a combination of positive and negative events over the last few years and in essence IT Heavy Hitters is doing for others what I did in 2012 myself. For the past six years, myself along with the fight experts and friends from around NZ have put on the biggest corporate fight nights Wellington and Auckland has ever seen, and now it's coming back!

I was 'that guy', the type that spent all day sat around staring at a screen or in meetings, and then at night staring at another screen, with the time in between probably eating, drinking too much alcohol and not spending enough quality time with my family. I had always been fit and used to run 5 to 10km a day and did sports four or five days a week on top of that, but somewhere in life I got comfortable, got lazy and became obese.

Then it all changed when I took a new job and had the opportunity to get involved in a charity boxing event. A friend of mine had been involved in a similar event in 2009 and I'd followed his development and watched often thinking "I could do that". I made the next step, did some enquiries and started training up at Heretaunga Boxing Club in Upper Hutt. Here I worked with two coaches - Sasha, who helped me with all the technical aspects of boxing, and Doug McLay - who constantly pushed me physically into shape ready for fight night.

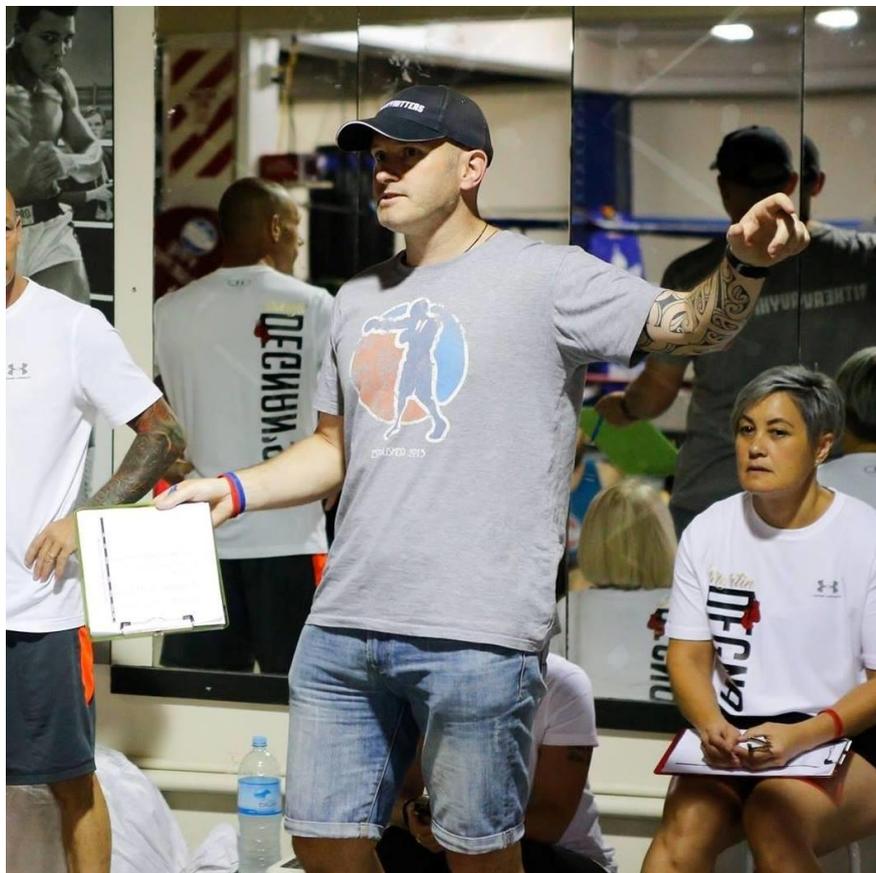
After months of training and coaching and dropping around 25kg in weight, I stepped into the ring and it was on. Sasha and Doug were in my corner, my family and friends were in the audience, the atmosphere electric, but when the bell goes, it's just you and the other guy in the ring. After three rounds I emerged the winner, it still took weeks to appreciate the effort we'd all put in. I continued to train with Doug after my fight, right up until July 2013 when the devastating news came that he had sadly taken his own life. It was a shock to those who knew him through the club; I can't even begin to imagine how it impacted his family and close friends.

After participating in the charity boxing event I had thoughts about running a similar event myself as the night was not only one of the best experiences of my life but raised funds for well-deserved charities. However other than a commercial driver I didn't really have a motive for it – that was until we lost Doug.

I approached Mark Hampton (MTI & KO Promotions) and Robbie Martin (then Petone Boxing) with the idea of creating an event as they both have a huge amount of corporate fight experience, and both were incredibly keen to help. They were also both directly involved in my fight night in 2012; they knew Doug and both have been impacted by the effects of suicide directly.

With the leg work done and the foundations in place it was time to take it out to the world and I was lucky enough to talk at length with ex-comedian Mike King. Mike is the face of The Key to Life Charitable Trust and their focus is a reduction of suicide in New Zealand to zero - and Mike and his team loved the idea of IT Heavy Hitters and were keen to be involved.

From there the event has grown and grown, the interest levels have been huge; we are inundated with people wanting to change their own lives for the better whilst supporting this otherwise largely unfunded but much needed charity.



# Auckland Management team

---

This year ITHH has a strong, dedicated team looking after the Auckland event.



## Calum Twist

Calum has done a great job working behind the scenes getting the Auckland event together for the previous 3 years, this year he has some big plans to make it the biggest year yet. Calum has overseen this event as it has grown from a small show at ABA struggling to sell 500 seats to last year's showstopper with over 600 VIP table guests and over 400 GA seats sold at Barfoot and Thompson stadium. This was one of Auckland's biggest corporate events, ever!

## Jo Juddery

Jo signed up to fight in 2017, she couldn't get enough of it so returned to the ring in 2018. 2019 saw her coming on board the management team to help to continue this event being the success it has been. Jo did a fantastic job looking after the Auckland competitors from sign up through to fight night and is back for 2021 to do it all again!





**Calum, Jo and Mike**



## A message from Mike King

---

# THE KEY TO LIFE CHARITABLE TRUST

For the last 7+ years The Key to Life Charitable Trust has travelled to schools and communities the length and breadth of the country empowering young people to find solutions for their problems and making it okay to ask for help.

Our charity refuses Government funds, we survive on the generous donations from people like you who believe in what we do. We are passionate about making positive, societal, attitudinal change.

Your donations not only cover all our travel expenses, but also help us print resources, pay for psychological services for needy families and even buying phones for seriously at risk kids. Quite literally your money is saving lives and for that we will always be in your debt.



Mike King

# Blue Team – Auckland

---

## **Brad Riddell**

Brad Riddell loves a fist fight.

Making his UFC debut with a unanimous decision win over Australian Jamie Mullarkey at UFC 243 in Melbourne in October 2019, Brad gave fans a taste of what's to come.

He fights and trains out of the world renowned City Kickboxing gym and regularly coaches classes there.

ITHH is excited to have Brad back for another year, Brad is looking forward to working with the Blue Team again for 2021 IT Heavy Hitters.



## Coaching Schedule (Proposed)

---

Monday:	6am
Wednesday:	6am
Friday:	6am

# Red Team – Auckland

---

## Dan Hooker

Dan Hooker is a UFC Vet and is currently the #5th ranked lightweight fighter in the UFC.

Dan owns and operates his own gym, The Combat Academy located in Ellerslie Auckland.

We're pumped to have Dan back on board with Red Team in 2021.



## Coaching Schedule (Proposed)

---

Monday:	6am
Wednesday:	6am
Friday:	6am

# Training & Selection Process

---

In mid-January, all contenders will gather for a half day training and evaluation session, the date is to be confirmed. You'll be allocated either the morning slot or the afternoon slot closer to the time and space is a premium so unfortunately no spectators are permitted. Both coaches get to run sessions with all contenders to review and analyse your starting fitness and ability levels. After that you'll be split into two teams (red or blue) based on a mix of an even split of contender's height, weight gender etc, and your preference where possible. Not everyone will get their preferred gym, and if you are serious about this event you'll make the 14 weeks work regardless.

You'll receive an intensive 14 week training program to get you ready to fight. Both coaches have their own routines, classes, styles and depending on which team you end up at dictates the when the where and the how. Training starts end of January and runs for the 14 weeks leading up to fight night. During that time you'll be pushed hard in sessions covering fitness and stamina, theory and practical boxing coaching.

You'll be introduced to sparring and full contact boxing, building up from light contact to ready to step into the ring. During the training period, the coaches will decide who will be matched with who, based on a number of factors. Those factors include readiness, fitness and attendance – so turning up is key!

Selection will happen around 4-5 weeks out and at that point final matchups will be announced. **Not everyone gets to fight – I can't stress this enough!** Like I mentioned above, there are many factors. If you're not selected for the initial picks, just continue to train as if you are. People drop out all the time so you need to be ready should the opportunity come. Do not give up if you don't get selected, we generally have several fighters drop out in the last 2 weeks due to various reasons and other contenders had to step in and fill those spots.

# Fight Night

---

Fight night will be held at Barfoot and Thompson Stadium in Kohimarama on 8th May 2021. There will be around 15-17 fights on the night and we expect over 1000 people watching. On the night you'll be briefed by a referee from the sanctioning body on how they will host your fight, what commands they will use and what they expect you to do. It's important for your safety and that of your opponents that you obey these rules at all times.

Fighters will undergo a medical check and a drug check to ensure they are healthy and are genuinely ready to fight. The ring will be in the centre of the room, surrounded by corporate and VIP tables and general seating around them. Fights will be a maximum of 3x2 minute rounds, unless stopped by the referee or a member of your corner team. You'll have the opportunity to select your own walkout song and enter ready to go.

The first fight of the night will be at 18:30 and the order of fights will be determined by the coaches as the selection process progresses. Although it can be a long night, you'll need to be there before the show starts around 16:30 and if required help your team mates warm up and get ready. It will soon be your turn to light up the ring and fight!

Once we've finished the show and we all chip in to tidy the hall away, there will be an after party to kick back and reflect over your bruises and beers!

# Costs

---

Like any sporting event there are a number of costs you can expect, and this covers off most if not all:

Cost	Item	Why?
\$200	Entry fee	Because we need to cover costs such as training, Association registration and doctors' fees
\$100 approx	16oz gloves for training if you don't have any already	You'll fight in 16oz, (or 18oz if you're over 90kgs) so you need to train in 16oz – No smaller gloves permitted
\$100 approx	Headgear	Compulsory – you will not be permitted to spar without headgear or mouthguards – no exceptions! We provide headgear for fight night. We are working on a package deal with gloves. Details to follow.
\$30+	Mouth guard – essential!	Compulsory – Protect those pearlies
\$15 approx	Hand wraps	And the knuckles
\$30-\$60 approx	Protective box (men)/Chest protector (women)	Compulsory for all fighters however not compulsory for training. Do you want to share sweaty boxes on the night?
\$120 approx	Blood tests (only required if you get to fight)	Compulsory for all fighters

## WAIVER OF LIABILITY FOR IT HEAVY HITTERS 2021

For the purposes of this waiver, *IT Heavy Hitters* refers to group consisting of Combat Academy, City Kickboxing, Mike Dawes, Calum Twist, Jo Juddery, and any other authorised party.

I hereby understand and acknowledge that the training, programs and events held by the IT Heavy Hitters may expose me to many inherent risks, including accidents, injury, illness, or even death. I assume all risk of injuries associated with participation including, but not limited to, falls, contact with other participants, the effects of the weather, including high heat and/or humidity, and all other such risks being known and appreciated by me.

I hereby acknowledge my responsibility in communicating any physical and psychological concerns that might conflict with participation in activity. I acknowledge that I am physically fit and mentally capable of participating in the physical associated with boxing.

After having read this waiver and knowing these facts, and in consideration of acceptance of my participation in IT Heavy, I agree, for myself and anyone entitled to act on my behalf, to HOLD HARMLESS, WAIVE AND RELEASE the IT Heavy Hitters, its officers, agents, employees, organizers, representatives, and successors from any responsibility, liabilities, demands, or claims of any kind arising out of my participation in the boxing training, programs and/or events.

I also acknowledge and accept that the IT Heavy Hitters team can use photos or videos of me throughout the training and event program and future events under the IT Heavy Hitters brand. This may include but is not limited to social media, video or print.

Please declare all medical conditions, existing or recent injuries which may affect your ability to participate in IT Heavy Hitters:

-----  
By my signature I indicate that I have read and understand this Waiver of Liability. I am aware that this is a waiver and a release of liability and I voluntarily agree to its terms.

Participant's Name (Please Print): \_\_\_\_\_

Participant's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

In case of emergency, contact: \_\_\_\_\_

Phone: \_\_\_\_\_