

FOR IMMEDIATE RELEASE: 9.11.14, 3:15PM CST—Gracie Jiu Jitsu **Grand Master RORION**

GRACIE Speaks about Alpha Phi Alpha, Epsilon Phi Chapter, DeKalb High School Class of 2015, and the NIU Leaders Press Conference

RORION is Humbled E PHI, A PHI A wins Helio Gracie Courage Award

Rorion Gracie, Founder of The Ultimate Fighting Championship (UFC), son of Gracie Jiu JITSU Founder Helio Gracie, and author of *"THE GRACIE DIET,"* extends his personal support and gratitude to the Brothers of Epsilon Phi Chapter, Alpha Phi Alpha Fraternity Incorporated on 50 years of Leadership, and receiving the 2014 Leadership JITSU Grand Master Helio Gracie Courage Award. Rorion said, *"I'm humbled that this great organization would receive an award in my father's name!"* Rorion also sends his thoughts of success and best wishes to everyone in NIU and DeKalb Community.

RORION SENDS GIFTS FOR NIU/DEKALB EVENTS

Furthermore, Rorion is personally sending some gifts to be distributed to a few lucky DeKalb High School Class of 2015 members during the Rodney Moyer Leadership Presentation, "High School, I Did It! Now What," on Monday September 15th, 2014, at DeKalb High School in DeKalb, IL. Rorion is additionally sending some gifts that will be distributed at the NIU Leaders Press Conference, taking place on Monday September 15th, 2014, at NIU Adams Hall 4th Floor.

RORION GRACIE BIO

2006 Black Belt Magazine Instructor of the Year, Rorion Gracie, born 1952, is a Brazilian Jiu-Jitsu practitioner, instructor, and a prominent member of the Gracie family as founder of the Ultimate Fighting Championship. He is the oldest son of Hélio Gracie, and one of the few people in the world to hold a 9th degree red belt in Brazilian Jiu-Jitsu, receiving that promotion on October 27, 2003 from his father. Receiving his Law Degree from the Federal University of Rio de Janeiro in 1978, with only \$2,000 in his pocket and a dream to make Gracie Jiu Jitsu known worldwide, Rorion moved to Southern California. One day on a movie set, Rorion met director Richard Donner and, after a demonstration, he was invited to choreograph the fight scenes for Mel Gibson and Rene Russo in Lethal Weapon 1 and 3. Playboy Magazine and leading martial arts publications all over the world helped spread the word with articles profiling Rorion and his unique Brazilian system of self-defense. At the same time, he put some mats down in his garage and invited every person he met for a free introductory jiu-jitsu lesson. The word spread quickly and in 1985 Rorion invited his 18-year-old brother, Royce, to move to America. In 1988, Rorion produced the internationally popular documentary film Gracie Jiu-Jitsu In Action™. By 1989, Rorion and Royce had 120 students coming to the garage each week, and another 80 people on a waiting list. Having clearly outgrown the garage, they decided to open what would become the world headquarters for Gracie Jiu-Jitsu.

In 1993, four years after establishing the Gracie Jiu-Jitsu Academy in the United States, Rorion realized that the best way to popularize Gracie Jiu-Jitsu would be through television. This inspired him to create the Ultimate Fighting Championship® (UFC). Through this pay-per-view television spectacle, he hoped to show that, in a no time limit - no rules" setting, Gracie Jiu-Jitsu was the only system of self-defense that would give someone a realistic chance of defeating a larger, more athletic adversary. He recruited seven of the world's most reputable martial artists to participate in a single-elimination tournament along with his brother Royce. Using only the basic techniques of Gracie Jiu-Jitsu Royce became the first ever UFC champion. The world of martial arts would never be the same.

In 1994, a small group of high-ranking military officials from the most elite units in the U.S. Armed Forces, contacted Rorion and asked him to develop an objective hand-to-hand combat course based on the most effective techniques of Gracie Jiu-Jitsu. The result was Gracie Combatives® which has been taught to every major federal law enforcement agency and military organization in the US. Rorion, who lives in Southern California with his wife, Silvia, is ensuring the family tradition will continue for generations to come. Today in 2014, his passion is spreading the benefits of unrestricted healthy living through his book, *The Gracie Diet!*