

SPORT

Blood Fitness 'aiding careers'

'I'm massively grateful,' admits Island star Davey

(Cont from page 61)

the journey, understanding everything fighters go through in their hunt for glory.

"Without Blood Fitness' backing, I wouldn't be able to compete regularly on the domestic circuit," said Davey, who holds an impressive 10-0 record to prove he's one of Jersey's finest Muay Thai prospects.

"With several fights lined up to the end of the year, including a WRSA British Championship bout, the programme is already massively aiding my career.

"My long-term goal is to turn professional and earn interna-

tional ranking, which is only achievable with Michael Blood and the programme's continued support.

"Competing for two and a half years, I'm massively fortunate and grateful to be a part of this, pushing my career forwards."

Noel has thrived at Blood Fitness, pursuing her dreams after "falling head over heels" for the sport.

"If it weren't for the programme, fighting in the UK wouldn't have been possible for me," said Noel.

"Now, I can take every opportunity that comes my way,



■ The team at Blood Fitness have invested greatly in Jersey's Muay Thai stars Picture: STEVE LUND



■ Kimberley Noel has huge fights on the horizon, including a British title fight in May. Picture: GIROMANO ART

Fitness don't take selection lightly, especially given the vast commitment necessary to compete at the highest level.

"When selecting athletes, we're looking for those who share the same obsession for Muay Thai as the coaches and I, they live and breathe it," continued the gym's founder.

"We only select those who have well and truly proven themselves, the ones who put in the work all year round, demonstrating real passion for the sport. This isn't just a hobby for them, it's a lifestyle.

"Some are training three times a day, six days per week, that's the commitment we're backing."

Blood was enormously grateful for the help of many, but noted the business wouldn't be where it is today without loyal sponsors Ashbe Construction's incredible support, saying: "From struggling to sell 350 tickets at our first events, to now filling a bigger arena for Blood Fight Series 12, selling out 750 tickets in less than two weeks, it's been an amazing journey.

"We're proud of how far we've come, and none of this would have been possible without Ashbe Construction."

With some exceptional talent on offer, it's certain that the future looks bright for Blood Fitness' athletes, with plans already in the works to offer a greater stage for Jersey's fighters to make their mark.

"I truly believe the sky is the limit," exclaimed Blood.

"The next step would be taking our athletes across Europe and beyond, and we've already made the first steps to make that happen, contacting promotions in Sweden and Madeira.

"Every year gets better and better.

"Combat sports often get overlooked, but our model proves that, with the right structure and community support, it's possible to invest in local athletes, giving them real chances to grow and develop."

Muay Thai star Noel added: "I hope this encourages others to invest in their athletes, as there's so much talent in Jersey."

Watch this space, as Jersey's standout Muay Thai contenders will be eager to stamp their authority on some of the biggest stages, with the continued support of Blood Fitness' brilliant sponsorship programme.

whether it's local or overseas. So far this year, I've locked in four fights, showing we now have just as much of an opportunity as those in the UK.

"This wouldn't be possible without the 110% support of Blood Fitness."

Muay Thai has experienced remarkable expansion across the globe in recent years, emerging as one of the UK's fastest growing sports.

According to Muay Thai Records, with over 750 dedicated Muay Thai gyms in the UK, as well as over 400 MMA gyms offering chances to participate in the sport, it's estimated that over 100,000 people in the United Kingdom practised Muay Thai in 2023.

This growth in popularity is underlined by the increased participation of women in the sport, with Noel saying: "When I first started, I was often the only woman in the class.

"Now, we have six female bouts on the next Blood Fight Series card, which is unheard of."

Superstar strikers such as One Championship's Rottang Jitmuangnon, Superlek Kiat-

muu9 and Jonathon Haggerty, as well as UFC practitioners in all-time greats like Anderson Silva and Jose Aldo, have certainly been at the forefront of propelling the sport to new heights, with some huge fights in the last couple years further boosting its popularity.

Founding Blood Fitness in 2015, Blood has "created a different kind of opportunity". By building a business around the sport, Blood and the team have put themselves in the best possible position to finance and support athletes directly, culminating in a unique approach.

"Blood Fitness' gym and our own events - Blood Fight Series - fund the programme," said Blood.

"Every membership, every ticket sold, it all plays a part in supporting our athletes.

"It's important to us that we reinvest back into the people who are putting in the work, representing passion for the sport and the amazing community we've built, which is what got us here in the first place."

Holding the means to provide career-boosting opportunities, it's fair to say the team at Blood



■ Michael Blood's vast experience in the sport is proving invaluable, applying his own experiences to get the best out of his athletes. Picture: JARON SHARPLES

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