

# THE COUNTDOWN TO EFC KNOX LEGACY SERIES IN CAPE TOWN HAS BEGUN

9 February 2026



**Cape Town, South Africa** — EFC has released the official countdown show for the inaugural EFC KNOX Legacy Series, offering an inside look at the vision, partnerships, and leadership behind the upcoming event set for 26 February 2026 at the GrandWest Grand Arena in Cape Town.

The countdown highlights the role of KNOX Hydrate and its co-founders, including South Africa's first UFC champion Dricus du Plessis and Ethan Hughes, in helping bring the Legacy Series to life, alongside EFC's long-standing commitment to growing mixed martial arts in the region.

The show also features the City of Cape Town, underscoring the city's support for hosting major international sporting events and positioning Cape Town as a world-class destination for live global competition.

The inaugural EFC KNOX Legacy Series marks EFC's return to a major live arena in Cape Town and forms part of a broader vision to create accessible, high-impact events that bring fans, athletes, and partners together on a global stage.

Tickets for the event are currently on sale through Ticketmaster.

The countdown show is available across EFC digital platforms, with further event content to be released in the lead-up to fight week.

## **About EFC® – The Extreme Fighting Championship®**

Headquartered in Johannesburg, South Africa, EFC is a world leading mixed martial arts organisation. EFC produces 10 live events annually at sold out arenas. With over 200 athletes exclusively contracted to the organisation, EFC showcases the greatest warriors on the planet.

EFC events are broadcast in over 120 countries around the world on numerous television networks in multiple languages. EFC programming is available weekly in more than 600 million television households globally, making it one of the most recognisable MMA brands in the world.

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## **About KNOX Hydrate**

KNOX Hydration is a South African wellness brand founded by former UFC middleweight champion and South Africa's first UFC champion, Dricus du Plessis, and Ethan Hughes. Focused on better-for-you products, KNOX makes hydration, replenishment, and recovery accessible for all ages.

Its lineup includes caffeine-free Sparkling Hydration for the whole family and convenient Electrolyte and Hydration sachets for on-the-go performance. Believing optimal hydration powers both body and mind, KNOX helps people operate at their best.

The brand also reinvests in local communities, supporting youth education, fitness initiatives, amateur sports, and emerging athletes, fuelling the next generation's pursuit of purpose.

For more information visit [knoxhydrate.com](http://knoxhydrate.com) or follow:

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The KNOX Hydrate commercial:  
<https://youtu.be/S2r2U9wBW1k?si=qNiTBHoW0D9cTBRB>

All enquiries can be directed to [knox@knoxhydrate.com](mailto:knox@knoxhydrate.com)