I know what you are thinking, LiverKick.com has been up and running for a solid two weeks now, why now? Well, while LiverKick.com has been live for a few weeks now, it was with minimal fanfare and really, no solid explanation behind the move, concept and what to expect. Now that the MiddleEasy Network has launched, I feel like a weight has been removed from my chest, the gag order removed and the cat is out of the bag.

Our oral history and mission statement follow.

LiverKick.com is, conceptually, the same site that you once knew as Head Kick Legend. HKL was a project that began a few years ago, originally at Total-MMA.com between a few friends. Most of us have moved on to write in a more professional setting, with Iain Liddle being a sports writer in London,
Jonathan Snowden
who has been my partner in crime for attempted wacky schemes and trolling the world is with BloodyElbow.com and has penned two awesome MMA books, then there was Fraser and myself. Both burnt out on covering MMA as a whole, mainly UFC and the recently-collapsed PRIDE FC, Fraser kind of stopped writing and my writing became snarky, rude and disassociated. I did some work with Snowden in his other ventures (UGO, Heavy.com, briefly CagesideSeats.com) before it dawned that I really only enjoyed talking about K-1 and that it really had a lot of potential with new audiences.

Anyway, I started a kickboxing blog, as I wanted to still write about combat sports, but was sick of doing what everyone else was doing. K-1 Legend was born. It was basically my futile attempt to fill in a gap that major sites were leaving with K-1 coverage, with no connections, just news from Japanese sites. I remembered that Fraser still had a passion for kickboxing and asked him if he wanted to come along, to which he happily obliged. From there things picked up, we were breaking news about shows, covering other promotions and scoring interviews and building relationships within the industry. By November we had moved to SBNation's platform and with the help of Kid Nate , launched HKL. Over the next year it grew, immensely, from a site that was getting 200 hits a day to a lot

more than that, which for a niche site with a niche audience was quite shocking.

So I had been talking with Zeus a bit, and he is a man of his word. He talked about doing something "big" with MiddleEasy and if we'd be interested. I dismissed it as idle talk, but of course if it made sense, sure. The time came, and actually the circumstances did line up, so Fraser and myself decided to give the MiddleEasy Network a shot. We bring with us the same team we had as before, Fraser Coffeen and myself at the helm, Traveler/tlele (oooh, mysterious!) with his Muay Thai knowledge, Tim Koskuba for his Japanese MMA knowledge, Brian Mayes whenever he wakes up from his holiday coma and some special guests that have always been good friends.

We as always, will aim to provide the absolute best coverage of kickboxing in the english speaking world that we possibly can. Use our deep network of contacts and friends we've made along the way to ensure that if there is something you want to know about kickboxing, you come here. If there is something you feel is missing or you feel that you can provide and you aren't seeing, there is a comments section and contact form at the bottom of every page, we'd love to hear from you.