

# UFAF News Extra

Did you hear?!

There's been a **BIG** and exciting change to the name of our style!

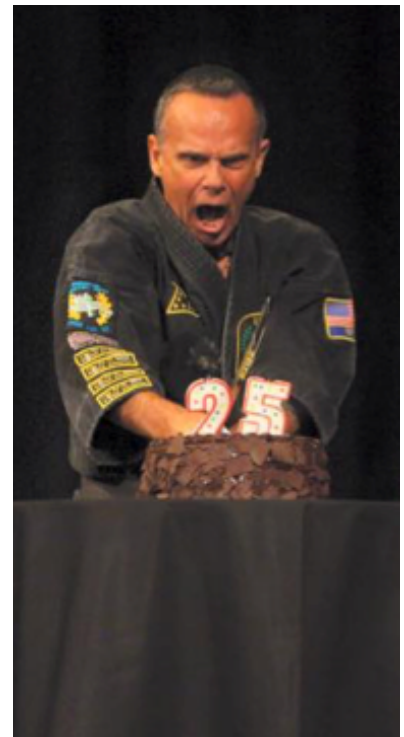


## What's In a Name? Our Style's Name History 101

Mr. Norris' original training is in Tang Soo Do and Judo, both of which he trained in while serving in Korea in the United States armed forces. In the early days of his competitive career he felt a need to train his hands to match his kicking skills, and so he trained with several Japanese masters. It obviously worked and in the process, he adapted his baseline Tang Soo Do style to accommodate the new emphasis. After a time, it was felt that Tang Soo Do no longer accurately described Mr. Norris' extremely effective and successful style, and so the name "Chuck Norris System" was created. This name was used for a few years until 1988 when, for a variety of reasons, Mr. Norris found it necessary to remove his name from the style. Those of us who were there were very sad about losing that great name! But we understood the need. After about three years of having no name for our style, Mr. Norris introduced the name "Chun Kuk Do" to us on December 27, 1990. "Chun Kuk Do" has since described our living, breathing style for the past 25 years!

Until.....

...Last Week!



Check out the Footage

<http://youtu.be/pRW1IFOCwW8>

In a surprise move, Mr. Norris announced to the board, and then to all ITC attendees that the reasons for removing his name from the style name years ago had all been resolved, and that the time had come that we could have the name “Chuck Norris System” back! This is wonderful news for UFAF, and for everyone who practices the martial arts style that Mr. Norris founded!

At the ITC Awards Dinner this year, Mr. Gallacher announced that from this day forward our organization will continue to be known as the United Fighting Arts Federation (UFAF), but that our style will now once again be known as the Chuck Norris System!

In symbolic commemoration, Mr. Stephen Hammersley – with fanfare and great respect – extinguished the flame of the 25-year birthday candle on the Chun Kuk Do 25-year birthday cake with a swift and precise cut with his katana. The katana was then presented to Mr. Norris.

This is huge news!

What a gift from Mr. Norris to us!

### **Heard or said this before?**

Most of the time when we tell someone else about the style we practice (Chun Kuk Do), they usually ask, “What is that?” And so we usually respond by saying that it is the Chuck Norris martial arts system. And then they usually say something like, “Oh! Right! Got it!”

We don’t have to tell that story anymore. Now we can just say it like it is. Our style is the Chuck Norris System!

# UFAF

### **School Owners – Especially for you**

Large corporations literally pay millions of dollars to use "Chuck Norris" in their advertising and marketing efforts. UFAF’s chartered schools now have that privilege again – for no additional fee! Your school charter just took a quantum leap in additional value!

## Of course...

Of course, we have grown to love the name “Chun Kuk Do.” And so there is some sadness connected with parting with it. We have uniforms and bags and shirts and signs and storefronts and websites and marketing literature and business cards and, and, and,..... All featuring “Chun Kuk Do.” We have sweat, bled, and invested time, money, and energy to train under this name. And so now we part ways with it, following our founder into the future. The name “Chun Kuk Do” deserves our respect. We are grateful for every one of those 25 years, but move forward now with anticipation and excitement for what lies ahead!

Now, we’re sure you have tons of questions! What does this mean for me? School owners wonder the same thing for their schools and students. Below is a list of questions that members have asked since the change. We will attempt to answer them as clearly as we can. Have a question that you don’t see here? Send it to [office@ufaf.org](mailto:office@ufaf.org). We will route it to the person(s) who can best answer it.

## Frequently Asked Questions

*Q: Are we still Chun Kuk Do (which is also the Chuck Norris System)? Or are we phasing the name “Chun Kuk Do” completely out?*

A: We are unequivocally the Chuck Norris System! But there is absolutely no problem referring to ourselves as CKD (or CKD which is also the Chuck Norris System) for the time being. New development will, however, emphasize the new name.

*Q: Are we getting new uniforms?*

A: Yes. They will feature the new name and a new logo. Details to be announced as soon as they are available.

*Q: When will the new uniforms be available?*

A: We don’t think it will be very long, but we don’t have a definitive answer yet. We, like you, were surprised by this announcement! And so we’re responding as quickly as possible. We will announce the details and dates as soon as they are available.

*Q: What about uniforms for black belt testing? October is almost here!*

A: UFAF has asked Century to stop producing the old-style black belt uniform. (There is no sense in putting more of them out there.) They ARE, however, continuing to produce the red belt CKD uniform until further notice. Red belts w/ stripe testing for 1<sup>st</sup> degree black belt in October need to be dressed in an official uniform. For this October it may be the Chun Kuk Do red belt uniform. Even if a new Chuck Norris System red belt uniform is available in time for October tests, either uniform style will be acceptable. Black belts testing for higher rank black may simply wear their CKD black belt uniform. If another option becomes available, either uniform style will be acceptable in October. For testings beyond October, please see the next question (below).

## Getting Our Terms Straight: (What is what?)

The **United Fighting Arts Federation** (UFAF) is the governing body for the martial arts offerings it brings to the world (currently the Chuck Norris System and UFAF BJJ), and also a center for martial arts systems to come together to exchange and learn from one another.

Known for the past 25 years as Chun Kuk Do, the **Chuck Norris System** is the specific martial arts style that Chuck Norris innovated from the foundation of his original training. It is a living, breathing, traditionally rooted system – as open to improvement today as in the days when his innovations made Mr. Norris the most successful and celebrated martial arts competitor ever.

**UFAF BJJ** is Brazilian Jiu-jitsu at the highest level of quality and credibility, coming to us, as it does, from the very source of the BJJ movement, now available to all UFAF members.

*Q: When will the old uniforms featuring the “Chun Kuk Do” logo no longer be acceptable at official UFAF functions, such as the ITC and black belt testings?*

A: There is no restriction against wearing the old uniform. It will quite naturally and rapidly disappear as all new development focuses on the new name. The next time you order a new uniform, it will feature the new name. (Remember how fast the old “UFAF” uniform disappeared when we adopted the current style?)

*Q: Can we “fix” our old uniforms to make them new?*

A: We are working on a convenient and cost-effective solution for that. Details to be announced when they are finalized.

*Q: I’m a school owner with a heavy investment in the CKD brand, from my storefront and sign to my marketing materials and letterhead, and all my internal operations. Can I still use these things? Or is that “illegal” now?*

A: You can continue to use the Chun Kuk Do brand as long as you need to. While this recent change has certainly been sudden, we need to transition in an orderly manner, and in a manner that helps our schools. We do feel, however, that there will be significant advantages to converting to the new name as circumstances allow. The recognition that comes with the “Chuck Norris” brand is astronomic!!!

*Q: I have a question that isn’t answered here. Who can I ask?*

A: Send your question to [office@ufaf.org](mailto:office@ufaf.org). We will route it to the person(s) who can best answer it.



**Thank you everyone for your patience as we make this transition. It promises to be one of the most exciting developments in our history!**