



GABRIEL ROSADO TO FACE WILLIE MONROE, JR. IN CROSSROADS SHOWDOWN AS THE CO-MAIN EVENT TO CANELO VS. SMITH ON SATURDAY, SEPTEMBER 17

FORMER OLYMPIAN JOSEPH DIAZ, JR. STEPS UP IN LIKELY PRELUDE TO A TITLE FIGHT VS. WARRIOR ANDREW CANCIO

SUPERSTAR FEATHERWEIGHT PROSPECT DIEGO DE LA HOYA MAKES PAY PER VIEW DEBUT VS. LUIS ORLANDO DEL VALLE

**FROM AT&T STADIUM IN ARLINGTON, TEXAS,
PRESENTED LIVE BY HBO PAY-PER-VIEW®**

Tickets Still Available!

LOS ANGELES (August 18, 2016) – As fans from around the world get ready to descend on the home of the **Dallas Cowboys** at **AT&T Stadium** in Arlington, Texas for the world championship showdown between former two-division world champion and Mexican superstar **Canelo Alvarez** (47-1-1, 33 KOs) and current WBO Junior Middleweight World Champion, **Liam “Beefy” Smith** (23-0-1, 13 KOs), Golden Boy Promotions today announced the Saturday, September 17 event will also feature three non-stop action fights as part of the HBO Pay-Per-View telecast beginning at 9:00 p.m. ET/6:00 p.m. PT.

Hailed as one of the most entertaining fighters in boxing, former world title challenger and blood-and-guts contender, **“King” Gabriel Rosado** (23-9, 13 KOs, 1 NC) of Philadelphia, will attempt to re-establish himself as one of the top fighters in the middleweight division when he faces former world title challenger **Willie “El Mongoose” Monroe, Jr.** (20-2, 6 KOs) of Rochester, N.Y. in a 12-round, middleweight bout as the co-main event to **Canelo vs. Smith**. The sure-fire action fight features two of boxing’s most resilient fighters who have taken on the top fighters in the division on their rise to stardom, garnering praise and respect from boxing fans. With a final run up the middleweight ladder at stake for the winner, this 50/50 fight will feature non-stop action and two warriors desperate for a win.

Also on the televised card, 2012 U.S. Olympian **Joseph “Jojo” Diaz, Jr.** (21-0, 12 KOs) of So. El Monte, Calif. will make his Pay-Per-View (PPV) debut, defending his NABF Featherweight title for the second time in a 10-round fight against one of the hardest punchers and most experienced fighters in the division, **Andrew “El Chango” Cancio** (17-3-2, 13 KOs) of Blythe, Calif.

Opening up the pay-per-view telecast, **Diego De La Hoya** (15-0, 9 KOs) of Mexicali, Mexico, will face off against **Luis “Orlandito” Orlando Del Valle** (22-2, 16 KOs) of Bayamon, Puerto Rico in a 10-round fight.

“I’m excited for the opportunity to perform at AT&T Stadium, home of the Dallas Cowboys,” said Gabriel Rosado. “Fernando Vargas, my trainer and I are on a winning streak and getting better as we continue to work together. We have all the confidence we’ll be victorious on September 17. Training camp is going great; despite the change in opponent, we still continue to maintain our focus. Willie Monroe, Jr. is a southpaw as well so the game plan doesn’t change much. He’s in my way of me gaining a world title so I’m working harder than ever before to get that chance again. This is going to be a great fight for all the fans, I know I am coming in with everything I got and I know Willie Monroe, Jr. will do the same. I would like to thank Golden Boy Promotions, AT&T Stadium, and HBO for having me part of such a big event, I promise all boxing fans, this is the fight to watch on September 17.”

“I am happy to be back in championship contention,” Willie Monroe, Jr. “Gabriel Rosado is a warrior and this should make a for a great fight. I am looking forward to this opportunity. It is a big venue, but I don’t care if I am fighting in front of 200 people or 2 million people. I am always focused and I plan to put on a great performance on September 17.”

“I am very Happy that Willie is getting this opportunity,” said Arthur R. Pelullo, President and CEO of Banner Promotions. “Willie has displayed that he is one of the top middleweights in the world, and he will show that on that September 17th against a quality fighter in Gabe Rosado which should be an all-action, fan-friendly fight.”

“This undercard features everything a fight fan could want -- a crossroads fight between two veterans battling for a last shot at stardom, a former Olympian on the cusp of a world title and a top prospect making his debut on the biggest scene in boxing,” said Oscar De La Hoya, Chairman and CEO of Golden Boy Promotions. “With the biggest star in the sport in Canelo headlining the night and this stacked undercard providing support, fans are in a for a top-to-bottom treat on September 17.”

“Fighting on HBO pay-per-view is a dream come true,” said Joseph Diaz, Jr. “As a young fighter you always dream about being on the big stage doing what you love and I am very excited to be part of such a big event. I am very motivated and ready to take this step and perform for all the fight fans in the arena and all the fights tuning in. Andrew is a tremendous fighter, strong, aggressive; I know he bring out the best in me. I know he is going to try to take everything away from me, but I am not afraid. I am going out on September 17 in the best shape of my life, I have everything ahead of me and I am ready to defend my title and give the fight fans a fight they want to see.”

“Every fighter dreams to one day get to this level of their career and be featured on pay-per-view,” said Diego De La Hoya. “With this fight and this stage I am ready to announce that I have arrived to the elite of this division. Winning this fight will take me to the next level of my career, I am ready for it. I have what it takes to win and I am looking forward to impressing all the fans on September 17.”

“Being patient paid off,” said Luis Orlando Del Valle. “This is a great opportunity, on one of boxing’s biggest stages. Now is the time to deliver, to come out with the win at all cost for my family and for Puerto Rico. Rest assured, I will not waste this magnificent occasion. I will rise.”

Canelo vs. Smith, a 12-round fight for the WBO Junior Middleweight World Championship, is promoted by Golden Boy Promotions in association with Frank Warren and Canelo Promotions. **Gabriel Rosado vs. Willie Monroe, Jr.** is presented by Golden Boy Promotions in association with Banner Promotions and **Diego De La Hoya vs. Luis Orlando Del Valle** is presented by Golden Boy Promotions in association with Roc Nation Sports. The event is sponsored by “*Tecate, BORN BOLD*,” O’Reilly’s Auto Parts, Adriana’s Insurance and Casa Mexico Tequila and will take place on Saturday, September 17 at AT&T Stadium, doors open at 2:30 p.m. CT. and will be produced and distributed live by HBO Pay-Per-View beginning at 9:00 p.m. ET/6:00 p.m. PT.

Tickets are priced at \$750, \$500, \$300, \$200, \$100, \$85, \$50 and \$40, not including applicable service charges with a total ticket limit of 8 per person. To charge by phone with a major credit card, call Ticketmaster at (800) 745-3000. Tickets are also available for purchase online at www.ticketmaster.com. Additionally, walk up purchases are available at the AT&T Stadium Box Office (Monday-Friday 9:00 a.m. CT to 5:00 p.m. CT).

Since making his film debut in last year’s *Creed*, the latest installment of the internationally recognized *Rocky* franchise, “King” Gabe Rosado is fresh off of an exciting victory over Joshua “Grand Master” Clottey this past December 2015 and an exciting decision victory over Antonio “Tony” Gutierrez on the undercard of *Fight of the Year* contender Vargas vs. Salido on June 4. Rosado has established himself as one of the most entertaining fighters to watch in the sport taking on some of the toughest and elite fighters in the middleweight division. The epitome of Philadelphia toughness, Rosado has been battling the best for over a decade, including Gennady “GGG” Golovkin, David Lemieux, Peter “Kid Chocolate” Quillin, Jesus Soto “Renueente” Karass, Alfredo “Perro” Angulo, Kassim “The Dream” Ouma and Jermell “Iron Man” Charlo. But this September, Rosado, expects to leave Texas with a victory under his belt when he takes on Willie Monroe, Jr.

Willie began boxing at the age of six and comes from an acclaimed boxing family, which includes his father, Willie “The Body Rock” Monroe, who fought for the USBA and NABF titles at middleweight and super middleweight; his great uncle Willie “The Worm” Monroe (39-10-1) who was considered one of the best Middleweights of the 1970’s and holds a win over the great Marvin Hagler; his cousin Marcus Hall (6-6-1), and his late grandfather, Lee Monroe, a distinguished amateur in his fighting days. Willie had a distinguished amateur career, as well, which saw him go 128-14. He was a three-time national champion and won countless regional and state championships. He was a 2-time Empire State Games champion and 4-time State Golden Gloves champion. He lost in the quarterfinals of the 2008 Olympic trials to former IBF Welterweight champion Shawn Porter. Willie’s big breakthrough was winning the 2014 Boxcino Middleweight tournament on ESPN’s Friday Night Fights. Willie then took a ten-round unanimous decision win over perennial contender Bryan Vera on January 16, 2015 from Turning Stone Resort Casino in Verona, New York. With this impressive run of victories, Willie earned

an opportunity to fight for the WBA Middleweight title of the world. On May 16, 2015, Willie took on WBA/Interim WBC Middleweight champion Gennady “GGG” Golovkin in a bout that headlined HBO Championship Boxing at The Forum in Inglewood, California. In his last bout on June 11, 2016, Willie scored two knockdowns and went on to win an impressive ten-round unanimous decision over 2015 Boxcino Junior Middleweight Champion John Thompson. The bout took place at the Turning Stone Resort Casino in Verona, New York.

A member of the 2012 United States Olympic team, Joseph “Jojo” Diaz, Jr. has been seen as a future world champion for years, and now the NABF Featherweight Champion is closing in on that dream. Currently ranked third in the world by the WBC and ninth by the IBF and WBO, the 23-year-old southpaw from South El Monte, California has steadily moved through all opposition at 126 pounds, including Rene “Gemelo” Alvarado, Ruben “Canelito” Tamayo and Hugo “Guerrero” Partida. But it was in his March 26 win in his HBO debut over highly-regarded Jayson “La Maravilla” Velez that Diaz announced his arrival to the world stage. Diaz, Jr. was last seen in the ring against Victor “Pitufu” Proa defeating the fighter via second round knockout as the co-main event to Anotnio Orozco vs. Abner Lopez live on HBO Latino Boxing, on July 30. Now, set to face one of the hardest punchers in his division, Diaz, Jr. is ready to move up to the big leagues when he faces Andrew “El Chango” Cancio on the pay-per-view undercard of Canelo vs. Smith on September 17.

Blythe, Calif. native Andrew “El Chango” Cancio made his professional debut in 2006, remaining undefeated for ten bouts before his first loss. Cancio's power has brought him thirteen of seventeen wins by way of knockout, a strength he brought to the ring against Nicaraguan warrior Rene “Gemelo” Alvarado and former two-time world champion Hugo Fidel “El Increible” Cazares via knockout at Fantasy Springs Resort Casino, in Indio, Calif. With these impressive victories, Cancio hopes to pursue his goal of becoming a featherweight world champion as he takes on one of the toughest challenges of his career in the decorated Joseph “Jojo” Diaz, Jr on September 17.

The latest boxing phenomenon to emerge from Mexico, 22-year-old Diego De La Hoya has all the tools to become a global superstar, but the mature super bantamweight is keeping his focus on what's in front of him. In 2015, De La Hoya began his move on the super bantamweight elite with five wins highlighted by back-to-back victories over former world title challengers Manuel “Suavecito” Roman and Jesus “Estrella” Ruiz, Ramiro “Zurdo” Robles, Jose “Hollywood” Estrella, and Giovanni “Lloviznas” Delgado; winning the WBC Youth World Title in the process. De La Hoya kicked off 2016 in style in February with a fourth-round body shot knockout of Arturo “Fuerte” Badillo and successfully defending it on May 7 of this year with a blistering seventh round technical knockout of Rocco Santomauro. Now his eyes are on a big win in September at AT&T Stadium.

Puerto Rican native Orlando “Orlandito” Del Valle comes from a boxing lineage that includes former WBO Bantamweight World Champion Rafael Del Valle. Prior to his professional debut on April 11, 2008 at the Tropicana Hotel and Casino in Atlantic City, New Jersey where he knocked out Rey Rivera in the third round, Del Valle was an Under 19 National Junior Olympic Champion for Puerto Rico, three-time New York Golden Gloves Champion, National Golden Gloves Champion, and U.S. Boxing's number one rated junior boxer at 125 lbs. Now, Del Valle

is riding a four fight win streak with two victories already notched in 2016. In his first contest of the year on April 9, Del Valle scored a second round technical knockout victory over rising prospect Josh Crespo at Rockingham Park in Salem, New Hampshire. He followed that performance with an eight-round unanimous decision victory over southpaw veteran Thomas “KO” Snow on May 13 as the nationally televised co-feature of Dustin Harrison-Hernandez vs. Mike Dallas Jr. at the DC Armory in Washington, D.C. Del Valle looks to continue his momentum for a fifth consecutive win on September 17 in Dallas, Texas at AT&T Stadium.

For more information, visit www.goldenboypromotions.com, www.frankwarren.com, www.attstadium.com or www.hbo.com/boxing, follow us on Twitter at @GoldenBoyBoxing, @Canelo, @LiamBeefySmith, @KingGabRosado, @WillieMonroeJr, @JosephDiazJr, @AndrewCancio, @DiegoDeLaHoya, @OscarDeLaHoya, @FrankWarren_tv, @ATTStadium and @HBOboxing, become a fan on Facebook at www.Facebook.com/GoldenBoyBoxing, www.Facebook.com/frankwarrenpromotions, www.Facebook.com/ATTStadium or www.Facebook.com/HBOboxing, join us on Instagram @GoldenBoyBoxing, @Canelo, @LiamBeefySmith, @KingGabRosado, @Willie_elmongoose_monroejr, @JosephDiazJr, @Aa_Cancio, @DiegoDeLaHoya94 @ATTStadium, @OscarDeLaHoya and @HBOboxing, and follow the conversation using #CaneloSmith.

B-roll and images of the fighters are available for use and download [HERE](#) or by copying and pasting: bit.ly/CaneloSmith. Video and photo credit must be given to Golden Boy Promotions.

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