



Canelo Álvarez and Julio César Chávez, Jr. Ultimate Cinco De Mayo Weekend Fight Coming Live to the Big Screen on May 6 Only

**Fathom Events, Golden Boy Promotions and HBO Pay Per View Present
Highly-Anticipated Fight Live in Movie Theaters From T-Mobile Arena in Las Vegas**

DENVER - March 29, 2017 - Cinemas across the U.S. will play host to a Cinco de Mayo weekend mega-fight with a pulse-pounding live broadcast event featuring two of Mexico's finest boxers: "[Canelo Álvarez vs. Julio Cesar Chavez, Jr.](#)" in a historic showdown that will rival the biggest fights in Mexico's rich boxing history. Two-division world champion **Canelo Álvarez** (48-1-1, 34 KOs) will square off against former WBC World Middleweight Champion **Julio César Chávez, Jr.** (50-2-1, 32 KOs) in a 12-round battle.

Presented by Fathom Events, Golden Boy Promotions and HBO Pay Per View, the one-day cinema broadcast is set for Saturday, May 6 at 6:00 p.m. PT / 7:00 p.m. MT / 8:00 p.m. CT / 9:00 p.m. ET, live from the sold-out T-Mobile Arena in Las Vegas. In addition to catching all the in-ring action up close and personal, event attendees will receive an exclusive commemorative fight mini-poster. Fighters for the undercard bouts will be announced shortly.

Tickets for "**Canelo Álvarez vs. Julio Cesar Chavez, Jr.**" can be purchased beginning Friday, April 7, 2017 online by visiting www.FathomEvents.com or at participating theater box offices. Fans throughout the U.S. will be able to enjoy the event in select movie theaters through Fathom's Digital Broadcast Network (DBN). A complete list of theater locations will be available April 7 on the Fathom Event's [website](#) (*theaters and participants are subject to change*).

On May 5, 2016, Álvarez celebrated T-Mobile Arena's first boxing event with a knockout of Amir "King" Khan. Álvarez last fought on September 17, 2016, knocking out the previously undefeated WBO junior middleweight champion Liam Smith. Chávez, Jr. was last in action on December 10, 2016, when he secured a unanimous decision victory over highly-regarded German fighter Dominik Britsch.

Álvarez says, "Julio César Chávez, Sr. is one of the best, if not the best fighter in history. I grew up watching him and learned a lot from him, but that won't have any influence when I fight his son... I want to remind you that when two Mexican fighters face-off, a spectacular show is guaranteed, and I can assure you that May 6 will be no exception."

"This is going to be a tough fight. Every fight is important, and this one especially because it is between two Mexicans fighting each other for the glory," Julio César Chávez, Jr. said. "I'm going to win, but my country will too, because this is the fight that boxing needs."

Oscar De La Hoya, Chairman and CEO of Golden Boy Promotions said, "Mexican boxing is the best, and when you have these two top boxers who want to give the best to the fans, we couldn't pass it up. Canelo, the biggest boxing star, will take on not only a former world champion in Julio César Chávez, Jr., but the son of the biggest star in the history of boxing in Mexico."

"There's nothing like seeing these warriors - Canelo Álvarez and Julio César Chávez, Jr. - do battle, larger than life, on the big screen," John Rubey, CEO of Fathom Events said. "It's like having a real ring-side experience in your local cinema surrounded by other fans!"

For artwork/photos related to "**Canelo Álvarez vs. Julio Cesar Chavez, Jr.**" visit the Fathom Events [press site](#).

Canelo vs. Chávez, Jr. is a 12-round fight presented by Golden Boy Promotions. The event will take place on Saturday, May 6 at T-Mobile Arena and will be produced and distributed live by HBO Pay-Per-View®.

About Fathom Events

Fathom Events is recognized as the leading domestic distributor of event cinema with participating affiliate theaters in all 100 of the top Designated Market Areas®, and ranks as one of the largest overall distributors of content to movie theaters. Owned by AMC Entertainment Inc. (NYSE: AMC), Cinemark Holdings, Inc. (NYSE: CNK) and Regal Entertainment Group (NYSE: RGC) (known collectively as AC JV, LLC), Fathom Events offers a variety of one-of-a-kind entertainment events such as live, high-definition performances of the Metropolitan Opera, dance and theatre productions like the Bolshoi Ballet and National Theatre Live, sporting events like Copa America Centenario, concerts with artists like Michael Bublé, Rush and Mötley Crüe, the yearlong TCM Big Screen Classics film series and inspirational events such as To Joey With Love and Kirk Cameron's Revive US. Fathom Events takes audiences behind the scenes and offers unique extras including audience Q&As, backstage footage and interviews with cast and crew, creating the ultimate VIP experience. Fathom Events' live digital broadcast network ("DBN") is the largest cinema broadcast network in North America, bringing live and pre-recorded events to 896 locations and 1,383 screens in 181 DMAs. For more information, visit www.fathomevents.com.

About Golden Boy Promotions

Los Angeles-based Golden Boy Promotions was established in 2002 by 10-time world champion in six divisions Oscar De La Hoya, the first Hispanic to own a national boxing promotional company. Golden Boy Promotions is one of boxing's most active and respected promoters, presenting shows in packed venues around the world and has worked with networks such as HBO, HBO Latino, Estrella TV, ESPN, TeleFutura, FOX Sports 1, FOX Deportes, Televisa and TV Azteca. The company has also promoted some of the top boxing events in the history of the sport including De La Hoya vs. Mayweather, Mayweather vs. Canelo and other notable pay-per-view fights featuring fan-favorites Bernard "The Alien" Hopkins, Juan Manuel "Dinamita" Marquez, Miguel Cotto, Marco "Baby Faced Assassin" Antonio Barrera, Erik "El Terrible" Morales and Sugar Shane Mosley. For more information, visit www.GoldenBoyPromotions.com, or follow on Twitter, Facebook, Instagram and YouTube @GoldenBoyBoxing.

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