



**\*\*MEDIA ALERT\*\***

**OSCAR DE LA HOYA, FRANK WARREN, CANELO ALVAREZ, AND LIAM SMITH  
TO HOST LONDON PRESS CONFERENCE TO ANNOUNCE FIGHT**

**WEDNESDAY, JULY 20 AT LANDMARK HOTEL AT 10:00 A.M. GMT!**

- WHO:** **OSCAR DE LA HOYA**, Chairman and CEO of Golden Boy Promotions  
**FRANK WARREN**, President of Frank Warren  
**CANELO ALVAREZ**, Former Two-Division World Champion  
**LIAM SMITH**, WBO Junior Middleweight World Champion  
**EDDY REYNOSO**, Head Trainer of Canelo Alvarez  
**JOSE “CHEPO” REYNOSO**, Manager and Trainer of Canelo Alvarez  
**JOE GALLAGHER**, Ring Magazine 2015 Trainer of the Year and Trainer of Liam Smith
- WHEN:** **Wednesday, July 20, 2016**  
**10:00 a.m. GMT** - Media Check-in Begins  
**11:00 a.m. GMT** - Press Conference Begins
- WHERE:** **The Landmark London Hotel, Empire Room**  
222 Marylebone Road  
London, United Kingdom, NW1 6JQ
- WHAT:** **Oscar De La Hoya** and **Frank Warren** along with former two-division world champion **Canelo Alvarez** (47-1-1, 33 KOs) and current WBO Junior Middleweight Champion **Liam “Beefy” Smith** (23-0-1, 13 KOs) will conclude their 2-city international press tour with a press conference in London on Wednesday, July 20 at **The Landmark London Hotel**. Canelo and Smith will clash on Mexican Independence weekend, Saturday, September 17 at the AT&T Stadium in Arlington, Texas and produced and distributed by HBO Pay-Per-View ®.
- FACTS:** **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, sponsored by “*Tecate, BORN BOLD*” and Casa Mexico Tequila. The event will take place on Saturday, September 17 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:** Tickets for **Canelo vs. Smith** will go on sale, **Thursday, July 21** at 10:00 a.m. PT/12:00 p.m. CDT/1:00 p.m. ET, and 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 also will be available for purchase online at [www.ticketmaster.com](http://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).

**MEDIA**

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

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