



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

**CANELO ALVAREZ AND JAMES KIRKLAND TO HOST BACK-TO-BACK TEXAS PRESS CONFERENCES ON TUESDAY, MARCH 3 TO DISCUSS THEIR MAY 9 FIGHT AT MINUTE MAID PARK IN HOUSTON, TEXAS**

**OSCAR DE LA HOYA AND CURTIS '50 CENT' JACKSON WILL BE IN ATTENDANCE**

**PLUS TEXAS BOXING LEGEND JESSE JAMES LEIJA**

***HOUSTON PRESS CONFERENCE AT 12:00 PM CT***

***SAN ANTONIO PRESS CONFERENCE AT 5:00 PM CT***

***OPEN TO THE PUBLIC!***

**WHO:** CANELO ALVAREZ, Former World Champion  
JAMES KIRKLAND, Super Welterweight Contender  
OSCAR DE LA HOYA, Founder and President of Golden Boy Promotions  
CURTIS "50 CENT" JACKSON, Chairman and CEO of SMS Promotions  
JESSE JAMES LEIJA, Founder of Leija\*Battah Promotions  
and Texas Boxing Legend

**WHAT:** Mexican superstar **Canelo Alvarez** and Texas knockout artist **James "Mandingo Warrior" Kirkland** will host back-to-back Texas press conferences in Houston and San Antonio on Tuesday, March 3 to discuss their 12-round super welterweight showdown at Minute Maid Park in Houston, Texas on Saturday, May 9 and televised live on HBO World Championship Boxing<sup>®</sup> beginning at 9:00 p.m. ET/PT.

**WHERE:** Houston Press Conference: Minute Maid Park, 501 Crawford St, Houston, TX

10:45 a.m. CT	Media Arrival Through The Clock Tower Entrance
11:00 a.m. CT	Gates Open to the Public
11:00 a.m. CT	Photo Opportunities and Interviews
12:00 p.m. CT	Press Conference Begins

San Antonio Press Conference: Bexar County Courthouse,  
100 Dolorosa San Antonio, TX

4:00 p.m. CT	Media Arrival
4:00 p.m. CT	Gates Open to the Public
5:00 p.m. CT	Press Conference Begins
5:30 p.m. CT	Photo Opportunities and Interviews

**FACTS:** **Canelo Alvarez vs. James Kirkland**, is a 12-round super welterweight bout presented by Golden Boy Promotions in association with Canelo Promotions, SMS Promotions and Leija\*Battah Promotions and is sponsored by Corona Extra and Mexico - Live it to Believe it! The HBO World Championship Boxing telecast begins at 9:00 p.m. ET/PT.

**TICKETS:** Tickets priced at \$350, \$150, \$100, \$50, \$25 and \$10, plus applicable fees and service charges, will go on sale **Tuesday, March 3 at 10:00 a.m. CT** and be available for purchase at the Minute Maid Park Box Office (Monday-Friday, 9:00 a.m. - 5:00 p.m.) all Ticketmaster outlets, by calling Ticketmaster at (800) 745-3000, online at [www.ticketmaster.com](http://www.ticketmaster.com). There is a 19 ticket limit per household.

**CONTACTS:** Ramiro Gonzalez/Cecilia Zuniga, Golden Boy Promotions: (213) 489-5631  
Stefan Friedman/Kristen Rockwell, Mercury: (323) 308-8598  
Leopoldo Gonzalez, Canelo Promotions: 011 52 1 (33) 4331 2601  
Monique Mayers, SMS Promotions: (212) 359-3000  
Yvette Gayle, SMS Publicity: (212) 359-3000  
Mike Battah, Leija\*Battah Promotions: (210) 979-3302  
Patrick Byrne, HBO: (212) 512-1361  
Kevin Flaherty, HBO: (212) 512-5052  
Dena Propis, Houston Astros/Minute Maid Park Media Relations: (713) 259-8545  
Credentials: [www.magnamedia.com](http://www.magnamedia.com)