



## CINCO DE MAYO KICKS OFF "CANELOMANIA"

CANELO ALVAREZ AND JAMES KIRKLAND ARRIVE IN HOUSTON AND MEET THEIR FANS AT A SPECIAL CINCO DE MAYO FAN FIESTA

ALVAREZ AND KIRKLAND ALSO GREET FANS AT THE HOUSTON DYNAMO VS. SAN JOSE EARTHQUAKES GAME IN ADVANCE OF THEIR CLASH AT MINUTE MAID PARK ON MAY 9 BROADCAST LIVE ON HBO WORLD CHAMPIONSHIP BOXING ®



HOUSTON (May 6) - Cinco De Mayo unleashed "Canelomania" as **Canelo Alvarez** and **James "Mandingo Warrior" Kirkland** arrived in Houston on the celebrated holiday to kickoff fight week for their highly anticipated clash on May 9 at Minute Maid Park and live on HBO World Championship Boxing ®. The fighters greeted Houston fans at a special Cinco De Mayo Fan Fiesta hosted by Corona and HEB and then sped off to attend the ceremonial coin toss for the Houston Dynamo vs. San Jose Earthquakes game along with Oscar De La Hoya, President and Founder of Golden Boy Promotions.

Tickets for May 9 Canelo vs. Kirkland are priced at \$350, \$150, \$100, \$50 and \$25, plus applicable fees and service charges, are available for purchase at [Astros.com/boxing](http://Astros.com/boxing), 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.

**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. The fight will take place Saturday, May 9 at Minute Maid Park in Houston and is sponsored by Corona Extra, Mexico - Live it to Believe it!, Fred Loya Insurance and O'Reilly Auto Parts. Doors open at 11:00 a.m. CT and first bout starts at 11:10 a.m. CT, the HBO World Championship Boxing telecast begins at 9:00 p.m. ET/PT.

For more information, visit [www.goldenboypromotions.com](http://www.goldenboypromotions.com), [www.canelopromotions.com.mx](http://www.canelopromotions.com.mx), [www.smsboxing.com](http://www.smsboxing.com), [www.hbo.com/boxing](http://www.hbo.com/boxing) and [www.astros.com/boxing](http://www.astros.com/boxing), follow on Twitter at @GoldenBoyBoxing, @SMS\_Boxing, @HBOBoxing, @Canelo, @KOKirkland, @Astros @LeijaBattahPR become a fan on Facebook at Golden Boy Facebook Page, <https://www.facebook.com/SMSBoxing>, [www.facebook.com/HBOBoxing](https://www.facebook.com/HBOBoxing) or [www.facebook.com/astros](https://www.facebook.com/astros) and visit us on Instagram @GoldenBoyBoxing, @smsboxing and @HBOboxing, @Canelopower, @Kirklandsworld. Follow the conversation using #CaneloKirkland.

#### **CONTACTS:**

Ramiro Gonzalez/Cecilia Zuniga, Golden Boy Promotions: (213) 489-5631

Stefan Friedman/Kristen Rockwell, Mercury: (323) 308-8598

Efren Torres, Canelo Promotions: 011 52 1 331 303 819

Bernie Bahrmassel, Leija\*Battah Promotions: (773) 592-2986

Monique Mayers, SMS Promotions: (212) 359-3000

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 for May 9: [www.magnamedia.com](http://www.magnamedia.com)