



NEW SHORT FILM DOCUMENTING THREE GOLDEN AGES OF BOXING TO DEBUT AS PART OF NATIONAL PRESS TOUR NEXT WEEK AHEAD OF 'SUPREMACY: CANELO VS. GOLOVKIN'

'I AM BOXING' STARRING WORLD-RENOWNED ACTOR AND MUSICIAN ICE CUBE SHOWCASES 75 YEARS OF THE BEST FIGHTING THE BEST, CULMINATING IN THE SEPTEMBER 16 SHOWDOWN BETWEEN THE TOP TWO BOXERS IN THE WORLD

PRESS TOUR TO STOP IN NEW YORK CITY AND LOS ANGELES

LOS ANGELES (June 15, 2017) - A special short film, **"I Am Boxing"** narrated by **Ice Cube** and legendary promoter **Don Chargin**, will debut in New York and Los Angeles next week as part of a two-city press tour in support of the **September 16** superfight between Lineal Middleweight World Champion **Canelo Alvarez** (49-1-1, 34 KOs) and IBF/WBA/WBC Middleweight World Champion **Gennady "GGG" Golovkin** (37-0, 33 KOs). Canelo vs. Golovkin, the 12-round showdown for supremacy and the middleweight championship of the world is hosted by **T-Mobile Arena** in **Las Vegas** and produced and distributed live by **HBO Pay-Per-View**.[®]

The film focuses on three golden ages of boxing, beginning with the six grueling showdowns between **Sugar Ray Robinson** and **Jake "The Bronx Bull" LaMotta**, and moves into the legendary series of nine fights between the "Four Kings" of **Sugar Ray Leonard**, **Marvelous Marvin Hagler**, **Thomas "Hitman" Hearns** and **Roberto "Manos De Piedra" Duran**, concluding with a preview of the best fight in boxing between middleweight kingpins Canelo and GGG.

The film, complete with star-studded, red carpets, will highlight a two-city press tour stopping in **New York City** on **June 20** and **Los Angeles** on **June 22**.



****PLEASE NOTE: Individual media alerts with more details for each city are forthcoming.**

Tuesday, June 20 - New York, New York

Location: The Theater at Madison Square Garden

4 Pennsylvania Plaza, New York, NY 10001

Red carpet located at South VIP Entrance on 31st St. between 7th and 8th

Press Arrival Time: 4:30 p.m. ET

Red Carpet Opens: 5:00 p.m. ET

Fan Arrival Time: 7:30 p.m. ET

Event Begins: 8:00 p.m. ET

Thursday, June 22 - Los Angeles, California

Location: AVALON Hollywood

1735 Vine St., Los Angeles, CA

Media and Fan Arrival Time: 4:30 p.m. PT

Red Carpet Opens: 5:00 p.m. PT

Event Begins: 8:00 p.m. PT

Canelo vs. Golovkin, is a 12-round fight for the middleweight championship of the world presented by Golden Boy Promotions and GGG Promotions and sponsored by *Tecate*, *BORN BOLD*, Hennessy, Never Stop, Never Settle and O'Reilly Auto Parts. The event will take place on Saturday, Sept. 16 at T-Mobile Arena and will be produced and distributed live by HBO Pay-Per-View[®]

For more information, visit www.goldenboypromotions.com and www.hbo.com/boxing; follow on Twitter @GoldenBoyBoxing, @canelo, @gggboxing, @OscarDeLaHoya, @hboboxing and @TomLoeffler1; become a fan on

Facebook www.Facebook.com/GoldenBoyBoxing, <https://www.Facebook.com/gggboxing/> and www.Facebook.com/HBOboxing; follow on Instagram @GoldenBoyBoxing, @canelo, @gggboxing, @HBOboxing and @OscarDeLaHoya; and follow the conversation using #CaneloGGG.

Photos and videos are available to download by clicking [here](#) or copying and pasting the link <http://bit.ly/CaneloGolovkin> into a browser. Credit must be given to Golden Boy Promotions for photos and videos used.

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Credentials: www.magname.com