



****MEDIA ALERT****

CANELO ÁLVAREZ AND EDGAR BERLANGA TO HOLD BACK-TO-BACK PRESS CONFERENCES IN NEW YORK AND LOS ANGELES

Also Featuring Erislandy Lara & Danny Garcia

**Monday, August 5 in New York
Palladium Times Square at 1:00 p.m. ET**

**Tuesday, August 6 in Los Angeles
The Beverly Hills Hotel – Crystal Ballroom at 1:00p.m. PT**

**Canelo Promotions Presents Pound-For-Pound Great &
Mexican Superstar Canelo Álvarez Battling Undefeated Puerto Rican
Knockout Artist Edgar Berlanga Saturday, September 14
from T-Mobile Arena in Las Vegas Topping
PBC Pay-Per-View Event Available on Prime Video**

**WBA Middleweight World Champion Erislandy Lara Defends Title Against
Two-Division World Champion Danny García in Star-Studded Co-Main Event**

**Blockbuster Pay-Per-View Card Also Available
Live on DAZN.com**

Pound-for-pound great and Mexican superstar **Canelo Álvarez** and undefeated Puerto Rican knockout artist **Edgar Berlanga** will preview their upcoming showdown for Canelo's unified WBC, WBA and WBO Super Middleweight World Titles at a pair of press conferences in New York and Los Angeles as Canelo Promotions presents a Mexican Independence Day weekend extravaganza taking place Saturday, Sept. 14 from T-Mobile Arena in Las Vegas headlining a PBC Pay-Per-View event available on Prime Video.

The press conferences will also feature Cuban star and reigning WBA Middleweight World Champion **Erislandy “The American Dream” Lara** and hard-hitting two-division world champion and Puerto Rican star **Danny “Swift” García** as they preview their 12-round co-main event between two of this era’s most accomplished fighters.

****PRESS CONFERENCE MEDIA CREDENTIALS****

All media must apply for credentials at www.magnamedia.com to cover the press conferences in New York and Los Angeles. Only confirmed media will be admitted to the events on Monday and Tuesday.

Applications must be submitted by 5 p.m. PT on Friday, August 2

WHERE: **NEW YORK – Palladium Times Square**
1515 Broadway
New York, NY 10036
(Entrance is located at 201 West 44th Street)

LOS ANGELES – The Beverly Hills Hotel – Crystal Ballroom
9641 Sunset Blvd.
Beverly Hills, CA 90210

WHEN: **NEW YORK – Monday, August 5**
12:15 p.m. ET – Media Arrival/Lunch
1:00 p.m. ET – Press Conference Begins

LOS ANGELES – Tuesday, August 6
12:15p.m. PT – Media Arrival/Lunch
1:00p.m. PT – Press Conference Begins

INFO: **ABOUT CANELO VS. BERLANGA**
Canelo vs. Berlanga will deliver the latest installment of the historic Mexico vs. Puerto Rico rivalry as Canelo Promotions presents pound-for-pound great and Mexican superstar Canelo Álvarez putting his unified WBC, WBA and WBO Super Middleweight World Titles on the line against undefeated WBA No. 1-Ranked Mandatory Contender Edgar Berlanga headlining a Mexican Independence Day weekend extravaganza topping a PBC Pay-Per-View event available on Prime Video taking place Saturday, Sept. 14 from T-Mobile Arena in Las Vegas.

The star-studded co-main event will feature Cuban star and reigning WBA Middleweight World Champion Erislandy “The American Dream” Lara taking on hard-hitting two-division world champion and Puerto Rican star Danny “Swift” García in a 12-round showdown between two of this era’s most accomplished fighters.

In addition to the PPV being available for purchase on Prime Video, regardless of Prime membership, fans will also be able to purchase the PPV via DAZN.com. Additionally, fans can purchase the PPV at PPV.com. On top of those options, fans will continue to be able to access the telecast through traditional cable and satellite outlets.

Tickets for the live event are on sale now through [AXS.com](https://www.axs.com). The event is promoted by Canelo Promotions and TGB Promotions, in association with Matchroom Boxing.

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